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ABSTRACT

In April 1981 the staff of the Pasadena Public Library in California began a 2-year study of the Pasadena community and its library operations in order to develop long and short range plans that match library services with changing community information needs. A 5-year plan was compiled with nine major goals related to developing a user-oriented library, increasing community awareness of library services, providing community information services, utilizing branch libraries as neighborhood information centers, enhancing the library's educational role in the community, exploring cooperative arrangements with other libraries and community organizations, incorporating new information technology in the library, developing library materials collections, and increasing staff productivity. Objectives and activity steps for implementing these goals were also developed. This document presents the library mission statement; its 5-year plan; extensive information on the Pasadena community and library system; and the results of a community analysis project which included a citizen's survey, community interviews, and a library user's survey. Appendices provide lists of community organizations interviewed by library staff and library staff participants in the community analysis project; demographic information; a copy of the Library Bill of Rights; tables of library statistics; and further data from the Pasadena citizen's survey. A 57-item bibliography is also provided. (ESR)

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THE PASADENA COMMUNITY AND ITS INFORMATION NEEDS:
A Program For Pasadena Public Library Services

pasadena public library
pasadena, california
april, 1983

IR050476

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"...essential to an informed citizenry..."

THE PASADENA COMMUNITY AND ITS INFORMATION NEEDS:

A Program for Pasadena Public Library Services

By

Anne Cain, Principal Librarian
for Reference Services

and

Elaine Zorbas, Librarian III
Reference Section

Under the direction of
Edward M. Szynaka
Library Director

IR 050476

The study was conducted between May, 1981 and January, 1983 with the involvement and assistance of the entire staff of the Pasadena Public Library.

Issued
April, 1983

The symbol which appears on the cover is the new national library symbol adopted in 1982 by the American Library Association for use by libraries throughout the United States. The impetus for adopting a national library symbol grew out of a recommendation from the 1979 White House Conference on Library and Information Services to increase public awareness of libraries.

MISSION STATEMENT
# of the
PASADENA PUBLIC LIBRARY

The freedom to know is the foundation of our democracy. The mission of the Pasadena Public Library, a basic municipal service, is to be an information center for the Pasadena community in order to preserve and encourage the free expression of ideas essential to an informed citizenry.

City of Pasadena

PASADENA PUBLIC LIBRARY
285 EAST WALNUT STREET
PASADENA, CALIFORNIA 91101

PUBLIC LIBRARY

FOREWARD

This report, which culminates almost two years of community involvement by the staff of the Pasadena Public Library, has a twofold purpose. First, it was designed to motivate the staff to "get more involved in the Pasadena community"; and secondly to lay out a plan for future library/information services in keeping with the community's needs. I hope that you share my view that after reading this report you agree that both goals have been achieved.

I am particularly pleased that every member of our staff was able to contribute, that the involvement of the community was so thorough, and that the plans for information services outlined are so very exciting.

Special thanks are extended to Anne Cain, Principal Librarian for Reference Services, and Elaine Zorbas, Librarian III in charge of Reference, for training the staff, keeping morale high during the two years it took to develop this report and, finally, for bringing together all the different ideas into an excellent written form.

In addition, this project received a great deal of support from Bill Lewis, Agency Director of the Employee and Community Services Agency, who initially challenged us several years ago to look to the community for ideas on how to provide the very best library services.

Considerable appreciation is directed to both Dr. Roger Greer, Dean of University of Southern California Library School, and Dr. Martha Hale of the Community Analysis Research Institute, for the fine theoretical basis that they provided.

Thanks are extended to all those individuals in the community who gave us their valuable time in helping us achieve these results. I hope that as you read this report you get the same message that I received, that the Pasadena Public Library is a reflection of the community that it serves.

EDWARD M. SZYNAKA
Library Director

EMS:*kh*

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I. SUMMARY AND PRINCIPAL FINDINGS

Most public libraries have in the past been evaluated in terms of how well they meet national standards for size of collections and facilities as well as levels of staffing and funding. These standards have proven increasingly less useful to library decision-makers because they measure library performance in terms of quantitative input (i.e., budgets, size of materials collections, personnel positions, etc.) rather than output or services offered. They also tend to ignore individual differences in communities. There is a growing awareness that library services and programs should be designed to meet specific needs of the community served. Therefore, beginning in April, 1981, the staff of the Pasadena Public Library, under the direction of Ed Szynaka, embarked on a two-year study of the Pasadena community and its library — the Community Analysis Project. The purpose of the project was to examine the library in the context of the changing composition and interests of the people who live and work in Pasadena, in order to develop long- and short-range plans that will match library services with community information needs.

The Pasadena community in its entirety was assessed, as well as each of the library's eight branches and their neighborhoods. Information about the community and the library was collected from a number of perspectives (described in the Introduction), which were then juxtaposed and analyzed in order to provide a composite view of Pasadena and its information needs.

What has emerged from the Community Analysis Project is a portrait of a highly diverse multi-cultural community with a wide range of interests and changing needs for information. As a result of the study, the library has identified the information needs of the community that it serves. It has developed a five-year plan for library service and has targeted nine major goals with action plans to implement them. Among the major recommendations are the following:

- Adapt the collections, services, and programs of the eight branch libraries to reflect the unique characteristics of each neighborhood, rather than the city as a whole.
- Develop cooperative arrangements with agencies and libraries within the Pasadena area that will expand the potential for resource sharing within the community.
- Design library facilities, collections and services to be user-oriented, eliminating or minimizing barriers to use and emphasizing access to collections and information.
- Develop a book selection policy and adapt book collections to meet the changing needs of the population.
- Through an intensive publicity campaign, increase community awareness of the types of information and services in the library.
- Serve as the focal point for providing information about the community through such actions as consolidating statistical data about Pasadena.
- Establish an employment and career information center at the Central Library.
- Incorporate new technologies and adapt new methods of obtaining information, vital to the library's function as the community information utility.
- Increase staff productivity through identifying and eliminating major obstacles to increased performance and investigating, acquiring or adapting new technology wherever possible.

II. INTRODUCTION

The information needs of different communities can and do vary significantly. A community with a large proportion of children, for instance, has different information needs than one with a large proportion of retirees; or, to use another example, a bilingual population will require different materials than one that is linguistically homogenous. Moreover, because the composition of communities can change significantly over time, the information needs of a community can also change a great deal. This is especially true in Southern California where population growth and change in the racial and ethnic mix have been substantial in the past decade. Hence, the role of the library cannot be static and everywhere the same. It must vary and change where necessary in order to serve the public best.

However, ascertaining the demand for information in a particular community, let alone how it might have changed over time, is no simple matter. It requires a comprehensive study utilizing many sources of data and diverse research strategies. In April 1981, the Pasadena Public Library initiated a study of this type, which it called its Community Analysis project. Based on a prototype developed by Dean Roger Greer and Martha Hale at the University of Southern California School of Library and Information Management, the project consisted of two parts: an analysis of the Pasadena community and another of the Library itself. The coordinators of the Pasadena project attended USC's Community Analysis Institute which provided the basic framework for their study. Portions of the methodology from the Planning Process developed by the American Library Association were incorporated into the study as well.

In addition to providing the information necessary to discover whether the library is best serving the Pasadena public, it was hoped that the project would bring additional benefits: that it would help the Pasadena Library in its dealings with the City Board of Directors, City Manager and the Library Board and their demands for accountability; that it would replace diffuse and subjective impressions about the library's role in the community with systematic data; that it would help the library in future decisions about resource allocation; that it would aid long-range planning; that it would further the library's understanding of and working relationship with other community agencies; and that it would involved the whole staff in the process of library planning. One additional expected outcome of this study was the development of a mission statement, a broad philosophical statement about the purpose of the library and the library's role in the community. This mission statement is in Section III of this report.

The focus of the community portion of the analysis was on four main components. The first was a demographic profile of the Pasadena population and the kinds of information needs individuals in Pasadena had. The second looked at groups in the community — ethnic, hobby-related, recreational, social, political — and their special information requirements. The third component consisted of the various agencies — governmental, cultural and corporate — and what the library could do for them that would enable them to do their job more effectively. Finally, the community analysis looked at the general lifestyle of the community — what was it that made this community unique, what was important to the people who lived here, and how important was the library to their lives.

The research strategy for the community part of the analysis consisted of putting together a demographic analysis supplemented by extensive interviewing of 340 organizations in the community. The demographic analysis relied on the 1980 census materials, which provided tract and block level information on the age, race, ethnicity, proportion of renters, level of employment and education and so forth of the Pasadena population. Unfortunately, there were several difficulties with this data. First, as a result of federal budget cuts and the enormous complexity of conducting a census in the U.S., the census material was released at a much slower rate than had been originally anticipated, and this delayed the production of the project. Moreover, there is no natural correspondence between the census units — i.e., tracts and blocks — and the library's branch service areas. Consequently, the library contracted with the Rose Institute, which had done the technical work for the city council's redistricting, to compile the block data by branch service areas.

Since census figures cannot fully describe the community and its needs, the staff supplemented its demographic analysis of the community with extensive interviews. Branch library teams conducted personal interviews with approximately 120 neighborhood associations, churches, schools, and recreation organizations while the Central Library staff interviewed another 220 organizations relating to children, communication, education, politics, information, religion, recreation and art. The reports from these interviews provided valuable data in the assessment of the community, but in addition, the experience of going out and meeting with representatives of these organizations was very beneficial for the library staff per se. Many of the staff felt that this experience enriched their understanding of Pasadena and their relationships with groups in the community. Staff were even encouraged to take "walkabouts" in the neighborhoods of the branch libraries to observe more closely what the regions the branches were serving were like and how they might be changing.

The second portion of the project consisted of the Library Analysis. Assessing what the library has in the way of resources and services is essential to ascertaining whether it is best serving the interests of the community. One task was to review the holdings of the library with such techniques as "shelf list" sampling. This method utilized random sampling techniques to study a portion of the library holdings in order to determine the age of the book collections and the amount of its utilization. The staff also undertook a registration file analysis in order to compare the population profiles with a profile of registered borrowers. Thirdly, the library administered a User Survey at the central and branch libraries that asked patrons such questions as whether the hours of the library were convenient, the frequency with which they used the library and its various services, suggestions they had for improvement and various socio-economic background questions.

The report that follows is a summary of the findings of this project along with supporting data. The findings and recommendations of this project were incorporated into a five-year plan for library services which is included in this report.

III. MISSION STATEMENT

One of the most important products of the community analysis process is the development of a mission statement, a broad philosophical statement about the purpose of the library and the library's role in the community. Both the American Library Association and a statewide group interested in library planning have recommended that all public libraries develop a mission statement:

> "Public library services should be directed, according to a written policy, at fulfilling the library's role as a cultural, informational, educational, and rehabilitative agency." (*The Public Library Mission Statement and Its Imperatives for Service*, American Library Association, 1979.)
>
> "Each library and library system will prepare a statement defining its primary users, their rights to access, and the degree to which library services and resources should be available." (*California Libraries in the 1980's: Strategies for Service*, California State Library, 1982.)

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Both of these documents emphasize that the mission statement must be derived from a comprehensive and systematic investigation of community concerns and needs such as the community analysis project. The following mission statement for the Pasadena Public Library evolved from the Community Analysis process which was accompanied by staff discussions on the role of the library in the Pasadena community.

> **The freedom to know is the foundation of our democracy. The mission of the Pasadena Public Library, a basic municipal service, is to be an information center for the Pasadena community in order to preserve and encourage the free expression of ideas essential to an informed citizenry.**

IV. RECOMMENDATIONS AND FIVE-YEAR PLAN

Introduction

As with the mission statement, both *The Public Library Mission Statement* and the *California Libraries in the 1980's: Strategies For Service* recommend that libraries establish priorities and develop goals and objectives which meet the unique information needs of each communty:

> "The single most important recommendation of these guidelines is that future standards for public libraries must flow from the needs of actual and potential users rather than from the needs of the institution. This means that goals and specific quantifiable, measurable objectives must be determined by each public library and public library system in terms of local community concerns and needs. The obligation of all local public libraries and library systems to conduct a continuous assessment of community needs and continuous evaluation of the degree to which the library meets these needs is the basic imperative of this document." (*The Public Library Mission Statement and Its Imperatives for Service*. ALA. 1979.)

> "Each library and library system will use information gathered about the needs of its community to design a library service plan that will, among other things, cover the following: adequate collections, service hours, kinds of services offered and response times, policies and procedures for delivering services, physical design of the library as it affects service, staff training and reduction of barriers." (*California Libraries in the 1980's: Strategies for Service*, California State Library, 1982.)

Upon completion of the data collection and analysis phases of the project, the recommendations included in this report were developed. The original recommendations were changed and refined through a number of meetings with library administration, staff and the library board. In addition, a series of nine public meetings were held in January and February 1983 in order to present these findings to the public and to receive comments and suggestions from the public concerning these recommendations.

In order to achieve one of the original goals of the community analysis project which was to aid in long-range planning for the library, these recommendations are displayed in the form of a five-year plan. At the completion of each year, a report will be issued to update the five-year plan by describing completed projects and progress made on ongoing projects. The goals, objectives and action items outlined in the following section have been incorporated in the City of Pasadena's Goals, Objectives and Workplan for FY 1984.

IV. RECOMMENDATIONS AND FIVE-YEAR PLAN (continued)

Fiscal Year
(July 1 to June 30)

Goal A

The Pasadena Public Library will develop a user-oriented library. Any barriers to use, including physical, language and cultural barriers, will be eliminated or minimized. In addition, library facilities, collections and services will be designed to be self-service as much as possible, since many library users do not ask for assistance in using the library. Emphasis will be placed on continual evaluation of accessibility of the buildings and collections and use by the public, with attention given to the needs of the handicapped.

Objective 1: Place a coordinated system of informational and directional signs both outside and inside the central library and branches.

Action Items:	1983-1984	1984-1985	1985-1986	1986-1987	1987-1988
• Place signs which indicate the location of central and branch facilities at strategic places and major intersections throughout the community.	X				
• Place uniform signs in front of each branch which are easily seen by passersby and which identify the building as a library.	X				
• Place uniform signs at each facility which indicate the location of the parking lot.	X				
• Place uniform signs inside each branch which indicate juvenile and adult collections, restrooms, meeting rooms, location and visibility of special collections such as new books and displays, fire exits and fire extinguishers.		X			
• Place signs at Central which indicate all of the above as well as special locations such as genealogy room, MCLS offices, children's historical room, microform and periodical center.					
• Prepare comprehensive signage plan.	X				
• Implement provisions of plan.		X			
• Design and make available brochures and maps which show the location of materials and amenities, in other languages in addition to English. Assemble into packet for new library registrants.	X				

Objective 2: To provide library services and resources which take into account the information needs of special interest groups, foreign languages spoken by residents in the community, and changes and issues in the community which can be used as a guide to book selection and programming. In addition, the library will provide materials and information presenting all points of view on current and historical issues.

Action Items:	1983-1984	1984-1985	1985-1986	1986-1987	1987-1988
• Annual endorsement of Library Bill of Rights by Library Board.	X	X	X	X	X
• Develop a book selection policy (see Goal H, Objective 1).					
• Although an indepth community analysis project will be completed every ten years, an analysis of various statistics will be conducted annually by December in order to be aware of changes in the community.	X	X	X	X	X

*"X" indicates when action item is to begin

IV. RECOMMENDATIONS AND FIVE-YEAR PLAN (continued)

	Fiscal Year (July 1 to June 30)				
	1983-1984	1984-1985	1985-1986	1986-1987	1987-1988
Objective 3: Books will be arranged in the most convenient way for public use.					
Action Items:					
• Rearrange book collection in central stack area within existing space.	X				
• Complete construction of the second and third levels of stacks.			X		
• Rearrange reference collections after circulating material is moved to central stack area.			X		
Objective 4: Expand services for those who cannot come to the library (i.e., the homebound, those in nursing homes and institutions).					
Action Items:					
• Inventory and survey needs of those in institutions.	X				
• Coordinate volunteer activity to increase the number of people served at home or through institutions.		X	X	X	X
• Provide accessibility to library services for homebound and those in institutions via cable TV.			X	X	X
Objective 5: Through responses to the market research survey and patron registration data, the library will identify those who do not use the library and will attempt to explain why. Although recognizing that many individuals or groups will never use the library, the library will identify potential users and plan programs, collections or other library activities of particular interest to these potential users of the library.					
Action Items:					
• Based on annual patron registration figures, nonusers will be identified and changes will be made to convert nonusers into users. (See Goal B, Objective 5.)	X	X	X	X	X
• Identify potential use and locations for alternative service outlets as a means of reaching nonusers.	X	X	X	X	X
Objective 6: Emphasis will be placed on improving staff skills in understanding and communicating with a variety of people and in being sensitive to their needs.					
Action Items:					
• Public service desks will be provided with a list of translators whom staff can call upon to assist foreign language patrons.	X				
• A staff development committee will be established which, in the first year, will work toward recommending specific training needs.	X				
• Based on the above recommendations, implement a staff training program.		X	X	X	X
Objective 7: Patron use and hourly circulation figures, especially at the branches, will be studied to determine the best hours to provide library service. Staff schedules and hours of operation will be based on the needs of the community rather than the convenience of the staff. Varying hours of operation will be experimented with at the branches.					

IV. RECOMMENDATIONS AND FIVE-YEAR PLAN (continued)

	Fiscal Year (July 1 to June 30)				
Action Item:	1983-1984	1984-1985	1985-1986	1986-1987	1987-1988
• Operating hours will be evaluated and adjusted when appropriate on an annual basis.	X	X	X	X	X
Objective 8: Although the library cannot and should not develop indepth and comprehensive collections in many subject areas, emphasis will be placed on access to and rapid delivery of information from other libraries through local cooperative resource-sharing arrangements or interlibrary loan. (See Goal F, Cooperative Ventures, for action items.)					
Goal B					
The Pasadena Public Library will embark on an intensive campaign to increase community awareness of the types of information and services in the library.					
Objective 1: The library will become actively involved in promoting the visibility of the library to groups and organizations in the community.					
Action Items:					
• Create a videotape program or slide/tape show and prepare a kit of materials describing library services, which would be available to staff for group presentations		X			
• Co-sponsor one public-event program each month with community groups sharing mutual interests. At the end of the first year, this will be reevaluated and a long-range plan for programs will be developed.	X				
• Increase the number of staff visits made on a regular basis to groups and organizations in the community. Five visits will be made each month.	X	X	X	X	X
• Create brochures for target sectors of the population describing the library's services and materials of specific interest to them.	X	X	X	X	X
• Actively market the library in the community by establishing book discussion groups at the branches and increasing the number of book talks given to groups.	X	X	X	X	X
Objective 2: Set up library information exhibit booths to publicize services at major community events and at local meetings and conventions.					
Action Items:					
• Set up booths at Pasadena Arts Council Festival and Pasadena Job Fair.	X	X	X	X	X
• Where library resources would be relevant to topic addressed, set up booths at local meetings and conventions.	X	X	X	X	X
Objective 3: Make more extensive use of the communications media to publicize library services and events.					
Action Items:					
• Expand distribution of library newsletter, *In-The-Know*, program flyers, brochures, posters, bookmarks and other publicity.	X				
• Utilize organization newsletters and company house organs to promote activities for special interest groups.	X	X	X	X	X
• For special events, consider the use of paid advertising in the press, on radio and cable TV.	X	X	X	X	X

IV. RECOMMENDATIONS AND FIVE-YEAR PLAN (continued)

	Fiscal Year (July 1 to June 30)				
	1983-1984	1984-1985	1985-1986	1986-1987	1987-1988
Objective 4: Publicize the availability of meeting rooms and facilities for the public. Encourage neighborhood associations and other groups to utilize facilities at branch libraries for meetings.					
Action Items:					
• Expand meeting room brochure to include facilities at all branches.	X				
• Send brochure to all local groups and organizations.		X			
Objective 5: Embark on a publicity campaign to have every Pasadena resident registered at the library by 1988.					
Action Items:					
• Develop a plan which will attempt to increase registration by 60% per year to achieve 100% goal.	X				
• Prepare a packet of material to distribute with new library cards which includes: map of central and branch facilities, hours of operation, services offered, and phone numbers as well as other material.	X				
Goal C					
The library will serve as the focal point for provision of information about the community, utilizing new technological developments to improve the collection, organization and dissemination of information.					
Objective 1: The library will act as a clearinghouse for providing and gathering information about groups and events in the community.					
Action Items:					
• Develop and maintain an online community resource databank, which will consist of a current directory of local organizations and social service agencies, with provision for subject access.			X		
• Develop and maintain an online community calendar of events.			X		
• Prepare a policy on distribution of brochures and on bulletin boards and exhibit display.	X				
• Help community groups promote their programs by dedicating a larger area in the library for display and distribution of local organizations' announcements and flyers.	X	X	X	X	X
• Plan exhibits in the library which feature the activities and achievements of community groups.	X	X	X	X	X
• Collect newsletters and brochures from groups in the community and maintain an active, current file for reference use.		X	X	X	X
• Prepare and subsequently implement a plan for the development and maintenance of an up-to-date file of speakers and experts in the community.		X	X	X	X
• Prepare and supply data packages on cmmmunity and library services and events for cable TV programming.			X	X	X
Objective 2: Act as prime agent for centralizing, consolidating and disseminating statistical data about Pasadena.					

IV. RECOMMENDATIONS AND FIVE-YEAR PLAN (continued)

Action Items:	Fiscal Year (July 1 to June 30)				
	1983-1984	1984-1985	1985-1986	1986-1987	1987-1988
• Work with city staff, business, school district and elected and appointed officials to identify needs and inventory existing sources.	X				
• Design and develop a computerized database of current statistics: demographic, economic, employment, education, housing.			X		
• Develop method for updating and maintaining database.			X	X	X

Objective 3: Establish the library as the information and research arm of city staff and government.

Action Items:	1983-1984	1984-1985	1985-1986	1986-1987	1987-1988
• Plan one event each year which is designed to increase city staff awareness of library information services to encourage their use of service and their contribution to the service.	X	X	X	X	X
• Implement a municipal information service that will give support to city government by conducting research, accessing, disseminating and retrieving information needed for government dicision-making. Access to online databases for retrieval of information would be an essential element of the service.	X	X	X	X	X
• Develop a formal policy which directs all departments to provide the library with a copy of all reports and other documents so that the library will be the city's and citizen's repository for collecting and accessing published city documents.	X				
• Conduct an indepth survey of document collections in city departments.	X				
• Systematically collect and organize selected current and historical documents in order to make them available to the public in one central location.	X	X	X	X	X
• Develop an online catalog of available city documents and their location.			X		

Goal D

The eight branches will serve primarily as neighborhood-based library service outlets. Each branch will become the focal point for information about the neighborhood. The collections, services and programs at each branch will reflect the character and unique needs of the neighborhood.

Objective 1: Although a formal community analysis process will be undertaken periodically, the branch staff will use a variety of ways to pick up subtle or ongoing changes in the neighborhood. The number and characteristics of both users and nonusers will be important in planning activities for each branch.

Action Items:	1983-1984	1984-1985	1985-1986	1986-1987	1987-1988
• At the end of each calendar year each branch will prepare a report which includes an analysis of registration statistics, an analysis of circulation statistics and an analysis of demographic and special reports for the neighborhood area.	X	X	X	X	X
• Branch staff will attend at least one meeting per year of public and private community organizations including neighborhood associations.	X	X	X	X	X

IV. RECOMMENDATIONS AND FIVE-YEAR PLAN (continued)

	Fiscal Year (July 1 to June 30)				
	1983-1984	1984-1985	1985-1986	1986-1987	1987-1988
Objective 2: The amount of budget allocated to specific types of materials (i.e., adult/juvenile/fiction/nonfiction) and the actual selection of materials should be more directly related to usage by closely paralleling trends in circulation.					
Action Items:					
• Identify existing areas of emphasis and overlap between branch book collections.	X	X			
• Each branch will prepare a collection development plan by the end of the calendar year. Since the resources of the entire library are available through intralibrary loan, subject specialties based on neighborhood need will be developed.	X				
• Re-allocate branch budgets to develop material subject specialties based on neighborhood need.	X	X	X	X	X
• A weeding policy will be developed for the branches so that obsolete and little-used material, based on circulation figures, is evaluated.	X				
Objective 3: Each branch will become the archive for material produced or used by neighborhood associations, making current and historical information readily available to both the association and the general public.					
Action Items:					
• Work in cooperation with each neighborhood association to develop a plan to obtain and maintain material for archive.	X	X			
• Collect city reports and other information on issues affecting branch neighborhoods.	X	X	X	X	X
Objective 4: Each branch will provide programs which are responsive to the needs of the branch area.					
Action Items:					
• By the end of each calendar year each branch will prepare a plan of proposed programs for the following year.	X	X	X	X	X
• Evaluate the need for preschool story hours at branches where attendance is low and where the percentage of preschool population is lowest.	X				
Objective 5: The Central staff will provide support to the branches.					
Action Items:					
• The Reference Service Area staff with the help of branch staff will coordinate the development of a basic reference collection for each branch.	X				
• The Reference Service Area staff will develop specialized reference collections as needed at branches.		X			
• The Reference and Public Service Area staff will prepare subject book lists, users' guides and publicity for branch needs.	X	X	X	X	X
• The adult services and children's services sections at Central will assist in preparing at least two branch programs per year in addition to the summer reading program.	X	X	X	X	X
• The Reference Service Area staff will assist branch staff in collecting city reports and other information concerning the branch neighborhood.	X	X	X	X	X

IV. RECOMMENDATIONS AND FIVE-YEAR PLAN (continued)

	Fiscal Year (July 1 to June 30) 1983-1984	1984-1985	1985-1986	1986-1987	1987-1988
Objective 6: Branch staff will provide support to each other and to the Central staff.					
Action Items:					
• Provide staff support when necessary.	X	X	X	X	X
• Each branch librarian will give a presentation at a service area meeting in order to share their subject expertise and knowledge and awareness of neighborhood and special populations in the community.	X				

Goal E

The library will enhance its educational role in the community.

	1983-1984	1984-1985	1985-1986	1986-1987	1987-1988
Objective 1: Extend the library's role as the facilitator in developing a literacy and English as a Second Language skills program in cooperation with the Pasadena Unified School District, Pasadena City College, literacy volunteer groups, and local churches.					
Action Items:					
• The library will work with the above groups in formulating a plan for a community-wide literacy and English as a Second Language skills program.	X				
• The library will provide appropriate support to promote the program such as books, audio-visual materials, meeting facilities and publicity.	X	X	X	X	X
Objective 2: In cooperation with other agencies, establish an employment and career information center at the central library which will serve the pressing need of students, job seekers and employers for this type of information.					
Action Items:					
• Consolidate education, job and career information in a single location in the library.	X				
• Establish mini-collections of this material at branches where need is greatest.	X				
• Inventory the collections of career and vocational material available at other agencies and prepare a plan for development of library collection.	X				
• Expand vocational and educational resources and provide for acquisition and updating of materials.		X	X	X	X
Objective 3: Develop programs to educate the public about the role and operation of the library.					
Action Item:					
• Develop written and audio-visual guides to usage of the library that will enhance self-service and promote ease of use.	X	X	X	X	X

IV. RECOMMENDATIONS AND FIVE-YEAR PLAN (continued)

Fiscal Year
(July 1 to June 30)

Objective 4: Devise cultural and educational programs for the public that will meet specific needs for information as well as contribute to the cultural and intellectual capital of the community.

Action Items:

	1983-1984	1984-1985	1985-1986	1986-1987	1987-1988
• In cooperation with local organizations, sponsor at least one public conference on civic issues each year, making the library a focal point for community discussion.	X	X	X	X	X
• Prepare information packets and resource lists for the general public to meet current and anticipated needs for information on topical issues and distribute via all library locations.	X	X	X	X	X
• Produce customized book lists for organizations, schools and city government.	X	X	X	X	X

Objective 5: An active program with a wide variety of children's and family activities, based on strong response to programs in 1981-82 and geared to age levels with population growth will be expanded.

Action Items:

	1983-1984	1984-1985	1985-1986	1986-1987	1987-1988
• With the help of high school volunteers, initiate after-school activities (including tutoring) for children to help deal with the shortage of after-school programs for school-age children in the community.	X	X	X	X	X
• Strengthen story hours at some facilities by increasing publicity.	X				
• Create a volunteer core of specialized story tellers who are available on demand.		X			
• Based on the number of schools in the library service area, evaluate the frequency of contacts with teachers at all school levels and the number of on-site presentations (story hours, etc.) at preschools, daycare centers, recreation centers and schools.	X				

Goal F

The library will explore cooperative arrangements with community organizations, agencies and other libraries for resource sharing and programming.

Objective 1: Take a leadership role in working with other organizations and agencies in the community to foster communication.

Action Items:

	1983-1984	1984-1985	1985-1986	1986-1987	1987-1988
• Initiate a *Pasadena Historical Collections Council* that would inventory, evaluate, organize and preserve local collections of Pasadena history, with the object of designating areas of specialty, eliminating duplication, and improving access for the user.	X				
• Institute a *Pasadena Library Consortium* of special, academic and public libraries aimed at identifying and developing collection strengths and at promoting rapid delivery and exchange of resources and information.		X			
• Arrange meetings with other organizations in the community to identify and consolidate scattered collections.	X				

IV. RECOMMENDATIONS AND FIVE-YEAR PLAN (continued)

	Fiscal Year (July 1 to June 30) 1983-1984	1984-1985	1985-1986	1986-1987	1987-1988
Objective 2: Explore further cooperative resource sharing and programming with the Pasadena Unified School District, while continuing the established School Library Cooperative Program.					
Action Items:					
• Utilize school district expertise in preparing a plan for the development of a career and vocational information collection at the library. (See Goal E, Objective 2.)	X				
• Send a letter to the PUSD offering to designate a representative from the Pasadena Public Library to participate on the curriculum committees to coordinate collection building for students in high demand subject areas.	X				
• Introduce public library resources and services to school faculties at departmental meetings held at the beginning of the school year.	X				
Objective 3: Explore further cooperative efforts with Glendale Public Library based on the successful automated circulation system.					
Action Items:					
• Implement an online acquisition system.	X				
• Implement an online catalogue.	X	X	X		
• Contract with Glendale to catalogue and process Pasadena's material.	X				
Goal G					
The Pasadena Public Library will continue to incorporate new technologies and adapt new methods of obtaining information which are vital to its function as the community information utility.					
Objective 1: Establish a coin-op microcomputer service for the public to provide an opportunity for adults and children to acquire basic skills in microcomputer operation and to provide resources for self-education and further skills development.					
Action Item:					
• Evaluate and select equipment and prepare written policies for public use of microcomputers.	X				
Objective 2: Study new media, such as video discs, as they become available in order to assess their relevance to the Pasadena community.					
Action Item:					
• Provide research and development funds in order to evaluate and acquire new media.	X				
Objective 3: Develop home delivery of community and library information services in order to reach a broader segment of the population.					
Action Items:					
• Develop plans which identify the services which will be made available via cable, and a timetable for implementation.		X			
• Implement plans for home delivery of information.			X		

IV. RECOMMENDATIONS AND FIVE-YEAR PLAN (continued)

	Fiscal Year (July 1 to June 30)				
	1983-1984	1984-1985	1985-1986	1986-1987	1987-1988
Objective 4: Incorporate computerized searching of databases as a means of responding more quickly to questions for current information and to more efficiently and effectively access the rapid proliferation of information.					
Action Item:					
• Evaluate equipment and vendors and develop policies for use of services.	X				
Goal H					
The library will develop materials collections at the branches and in each section at Central to meet the changing needs of the community.					
Objective 1: Develop a written book selection policy which can be used to respond to complaints about material which some find objectionable.					
Action Items:					
• Secure annual Library Board endorsement of the Library Bill of Rights. (See Goal A, Objective 2.)	X				
• Evaluate the current book selection policies of each section and prepare a written book selection statement.	X				
• Secure Library Board endorsement of CLA's "Citizen's Complaint Regarding Library Materials" process.	X				
Objective 2: Changes in emphasis or content of the collection will be made based on the Community Analysis project.					
Action Items:					
• Increase foreign language and English skills materials to meet the needs of the increased limited-English-proficient population in Pasadena. In particular, there is a need for acquiring Spanish language books, newspapers and magazines.	X				
• Emphasize materials for different cultures to reflect the multi-ethnic community.	X				
• Deemphasize building areas of the collection where excellent resource collections already exist in the community.		X			
• Decrease waiting time for reserves by purchasing one new copy of a title for every five reserves placed.	X				
• Allocate money for the development of new book and periodical collections to meet the need for information in new subject areas, such as emerging technologies.	X				
• Maintain a strong business collection to meet the needs of Pasadena's labor force and business community.	X				
• Evaluate audio-visual collections.	X				
• Update collections and develop subject specialties in branch libraries. (See Goal D, Objective 2.)					
Objective 3: Conduct an ongoing evaluation of the collection utilizing periodic studies of circulation patterns.					
Action Items:					
• Issue a report by December of each year which outlines a collection development policy for the following year. The needs of users and nonusers as determined by census data, patron registration information and patron use will be con-					

IV. RECOMMENDATIONS AND FIVE-YEAR PLAN (continued)

	Fiscal Year (July 1 to June 30)				
	1983-1984	1984-1985	1985-1986	1986-1987	1987-1988
sidered in building the collection. The proportion of materials for adults, young adults and children will be adjusted to correspond with changing ratios in the population and percentages registered at each library.	X	X	X	X	X
• Based on annually compiled circulation data, special emphasis will be given to heavily used subject areas, and missing materials will be evaluated for replacement.	X	X	X	X	X
Objective 4: Plan special collections that take into account general societal conditions and the changing needs of the community.					
Action Items:					
• Evaluate and inventory special collections and rare books for usage and relevance and make recommendations for retention and disposition.	X				
• Establish written policies for the housing and maintenance of special collections, such as genealogy, within the library.			X		
• Utilize the expertise of individuals and interest groups in the community to evaluate special subject areas of the collection.	X	X	X	X	X
Goal I					
In order to provide more service with the same or less staff, the Pasadena Library will increase staff productivity.					
Objective 1: Increase staff awareness of the need to improve efficiency and productivity and improve employee performance through the identification and elimination of major obstacles to increased performance.					
Action Items:					
• Each section and branch will make a presentation at a service area meeting on what they do so that all staff will be better informed about library operations.	X				
• A staff development committee will be established (see Goal A, Objective 6) which will recommend staff training programs which are designed to enhance technical or human relations skills, orient all staff to the library and the community and provide information on outside resources and facilities which can be called upon to provide services or information not available at the library.	X				
• Funding for continuing education programs and professional meetings will be available to staff.	X	X	X	X	X
• Funding will be made available to recognize contributions made by library employees.		X	X	X	X
• Improve channels of communication and staff participation by involving staff from branches and sections in task forces that address specific issues.	X	X	X	X	X
Objective 2: Investigate, acquire or adapt new technology wherever possible to provide better public service by reducing the time it takes to get material or information to the public or by allowing more staff to work in direct contact with the public. (See Goal G for action items.)					

IV. RECOMMENDATIONS AND FIVE-YEAR PLAN (continued)

	Fiscal Year (July 1 to June 30)				
	1983-1984	1984-1985	1985-1986	1986-1987	1987-1988
Objective 3: The library will consolidate and reorganize as necessary to accomplish its goal of increased productivity. The internal organizational structure of the library will be frequently analyzed and evaluated and, when necessary, changed.					
Action Items:					
• In the area of consolidation, the library will take the initiative in an effort to cooperate and develop resource and material-sharing arrangements with groups providing similar services to ensure that we do not unnecessarily duplicate their resources. (See Goal G.)					
• In order to improve the functional relationship between sections and service areas and to eliminate unnecessary duplication, the reference service area and the adult services section will be reorganized.	X				
Objective 4: Operating procedures will be revised and clarified with the goal of simplifying and improving procedures.					
Action Items:					
• Prepare a written library/library board policy manual which will be available for all staff.	X				
• Establish written policies and procedures for many areas, such as reference, circulation, technical services and collection development.	X				
• Develop a method to review and standardize procedures.	X				

OVERVIEW OF TODAY: CHANGES AND COMMUNITY CONCERNS

Now in the midst of a period of rapid growth, the city of Pasadena has reached a critical stage of development. During the past two years there has been widespread discussion and debate among its citizens regarding the city's future direction. The concern and serious thought given by Pasadenans to the kind of city in which they want to live and work point to a community with a high level of citizen participation and considerable vitality.

Input regarding the community's perceptions of changes and major concerns has been received from three sources. First, from interviews conducted by library staff with representatives of 340 organizations in the community. Second, from the Goals Congress, an ad hoc group of concerned citizens and a coalition of community organizations, which has provided a forum for discussion of all sides of community issues. The purpose of the Goals Congress is to achieve a consensus of common concerns that can be translated into specific community goals and objectives for presentation to the City Board of Directors. On October 23, 1982, the Goals Congress held a goals formulation workshop which gave priority to the issues and goals concerning the future of Pasadena. The third source is the Pasadena Citizen's Survey. Conducted by Facts Consolidated for the City of Pasadena, this market research survey developed public opinion questionnaires submitted to a sample of households in Pasadena.

The key community issue to emerge from these sources is rate of growth and economic development. Concern regarding this issue is multi-faceted and relates to other issues as well. On the one hand, those in favor of rapid economic development perceive its importance to the financial health and revitalization of the city, the creation of jobs, and the provision of a solid tax base for government-supplied services. On the contrary, others are concerned that unregulated growth will have a deleterious effect on neighborhood stability, the cultural-architectural heritage of the city, and quality of life, by phasing out single-family residences and historic buildings and creating increased density, traffic and unsightliness. According to the Pasadena Citizen's Survey, 7% favor rapid growth, 38.8% moderate growth, 23.5% slow growth, 14.9% very slow growth, and 9.1% no growth at all. Based on the Goals Congress workshop, the indications are that a consensus is evolving which favors planned economic development that will also preserve the cultural heritage and image of the city as well as creating jobs for Pasadenans.

Tied to the issue of economic development are two other key concerns - employment and affordable housing. The provision of jobs for Pasadena's unemployed, many of whom reside in the northwest area of the city, is compounded by the existence of employment opportunities for highly skilled workers in the city's many professional/technical firms. There are few employment opportunities for unskilled and blue collar workers. This points to the need for job training and career education programs that will prepare workers for available jobs, as well as the need to attract businesses that will provide more jobs. In the Pasadena Citizen's Survey, 71.7% support the encouragement of light industry development of the city. Many are also concerned that Pasadena's low and moderate income families and senior citizens are being priced out of Pasadena by expensive housing. They see the growing number of condominiums as reducing the number of families and bringing in single, affluent adults. The need to provide affordable housing was a high priority in the Goals Congress workshop and in the interviews. Of those polled in the Citizen's Survey, a majority (62.6%) felt that there is a shortage of decent, affordable housing in the City of Pasadena. There is strong community sentiment that Pasadena's neighborhoods be preserved against encroachment by condominiums, highrises and business expansion.

One concern that comes through forcefully in the library's community interviews was the need for more adequate services for the city's growing Hispanic population, in particular legal assistance, housing and job referrals, parent education and English as a Second Language classes. Lack of daycare and after-school programs for children is another community-wide problem to be addressed. Related to this is the need for more parent education programs and concern for quality of education. Other areas requiring increased services are programs for seniors, teenagers, and minorities, health care, and assistance for low-income persons. There is an insufficiency of emergency shelter in the community, and crime, including gang violence, is a major concern. Cutbacks in government funding have affected social and cultural services, increasing their reliance on the private sector and on volunteer efforts for support.

In rating Pasadena as a place to live, 19% in the Citizen's Survey said it is about the very best place and 52.2% said it is better than most places. Only .3% thought it is just about the very worst place. Although this recount of concerns may make Pasadena appear to be a city inundated by problems, the process can be viewed positively. Rather than passively awaiting change, Pasadenans are grappling with community problems and are consciously attempting to shape the future of their city. They are working to achieve a balance between the old - a rich cultural and architectural heritage - and the new - a need to progress and to maintain economic viability.

DEMOGRAPHIC PROFILE OF THE CITY OF PASADENA

At first glance, it might appear that as compared to other regions in the state of California, Pasadena has not really changed all that much in the last decade. Certainly, it has not experienced the dramatic population growth that some cities in northern San Diego and southern Orange County have recently. In fact, the population of Pasadena grew only slightly - about 5% - from 113,407 to 118,550, and all projections for the eighties suggest that its growth rate will continue to be small. Rather, the trend in Pasadena consists of changes in the composition of the population. If this continues, the challenge to the library in the future will not be one of greater or lesser total volume so much as it will be adapting to shifts in the relative demand for various library services.

Changes in the racial and ethnic mix of the Pasadena population have received the most publicity. In the last decade, the total of racial and ethnic minorities in the city increased by 50% so that they now constitute 45% of the city's population. Specifically, the percent Black in Pasadena increased between 1970 and 1980 from approximately 16.1% to 20.2% and the percent Hispanic increased from 11.5% to 18.4%. The Hispanic figures, however, are uncertain since the Census Bureau changed its classification of Hispanics during this period making the 1970 and 1980 figures incomparable. The 1980 census treats Hispanics as a separate ethnic category so that those of Hispanic origin are also included in the various racial groupings. This shift in procedure has been the source of endless confusion.

The Hispanics in Pasadena are three-quarters Mexican and the rest are divided between Cubans, Puerto Ricans and others. The Asian community is almost evenly divided between the Japanese (1.6%), the Chinese (1.4%) and the Filipinos (1.1%) The growth of the minorities has been accompanied by a 16% decline in the proportion of non-Hispanic Whites. This growth in minorities may account for the increase in the number of people in Pasadena below the poverty level (11.8% in 1970 to 14.1% in 1980: the median income for the city being $16,298). It is difficult to say whether the trend towards minority growth will continue. Certainly, lower-income minority growth will be constrained by the small supply of low income housing projects in Pasadena, but middle class minority growth could compensate for this.

Another area of signficant change has been in the distribution of age groups although this very much parallels national changes. The median age in the city decreased from 33.5 to 31.6 in the last decade. The 19 to 34 year old category experienced the greatest increase (up 40% from 1970) and the percent over 65 the greatest decrease (8.8%). The minority populations are significantly younger in distribution than the non-minority population. In the under 5 years of age category, 28% are Black and 31% are Hispanic; in the 5 to 17 age category, 31% are Black and 27% are Hispanic. Hence, the change in ethnic and racial composition is particularly noticable in the schools where, for instance, Hispanic enrollments increased by 74%.

There were no drastic shifts in the housing stock of Pasadena in the last decade. The number of year-round housing units kept pace with the population growth (5.5%). Of course, the inflation of the seventies drove the median price of a home in Pasadena up to $92,100. The city estimates that about 26% of the homes fall into the affordable range of less than $78,000. Forty-six percent of the units are owner-occupied and 54% renter-occupied. Approximately 50% of the non-Hispanic White population are renters as compared to 65% of the Black and 64% of the Hispanics. Despite the great publicity and debate in the seventies about the number of condo conversions in Los Angeles County, the number of condominiums in Pasadena has remained relatively small (2,666). From the library's point of view, the fact that there has not been any great influx of renters or condominium owners into the city in the last decade means that Pasadena continues to be a city with a large number of families and married couples.

The census data also suggest a few other trends which will be of importance to the Pasadena Public Library. First, the number of working mothers has increased dramatically in the last 10 years. Those with children under the age of 6 grew in number from 35% to 51% and those with children between 6 and 17 grew from 54% to 65%. This means that there is an increasingly large number of mothers who cannot bring their children to library programs held during conventional work hours. Another trend of importance is the large number of people in the city who are bilingual. The census found that 74.5% of the population in Pasadena spoke only English at home. Those who spoke Spanish at home divided into 9.6% who claimed to speak English very well and 5.6% who did not; those who spoke some other language at home divided into 8.8% who claimed to speak English very well and 1.6% who did not. In short, there is a real demand for non-English materials in the library. Finally, it is important to note that the level of education in the Pasadena population is rising. Whereas, 67.2% of the population over age 25 had a high school education or less in 1970, only 59.9% placed themselves in that category in 1980. The number of people with 1 to 3 years of college education increased from 19.5% to 23.3% and with 4 years or more from 20.9% to 29.5%. The library should expect this trend to continue.

PASADENA CITYWIDE TOTALS

1980 Census

		%
Total Population	118,550	100.0%
Adult (ages 14 up)	97,682	82.4%
Juvenile (ages 0-13)	20,868	17.6%
Sex		
Male	56,459	47.6%
Female	62,091	52.4%
Race and Ethnic Background		
White	76,746	64.7%
Black	24,537	20.7%
American Indian	548	.5%
Asian & Pacific Islander	6,148	5.2%
Other	10,571	8.9%
		100.0%
Spanish Origin*	21,772	18.4%

*U.S. Census distributes Spanish origin among above racial groups, not included separately as a racial group.

Age	# Persons	%
0 - 4	7,999	6.7%
5 - 13	12,869	10.9%
14 - 19	10,421	8.8%
20 - 24	12,359	10.4%
25 - 34	22,228	18.7%
35 - 44	12,600	10.6%
45 - 64	22,388	18.9%
65+	17,686	14.9%
		100.0%

Median Age 31.6

Households with one or more persons under 18	# of Households	%
Married couple family	9,141	66.4%
Male householder, no wife present	683	5.0%
Female householder, no husband present	3,711	27.0%
Nonfamily household	222	1.6%
		100.0%

Households with Persons 65 yrs & Over	# of Persons	% of Persons
In family household	9,336	53.7%
In nonfamily household	5,893	33.9%
In group quarters		
Inmate of institution	1,351	7.7%
Other	809	4.7%
		100%

Type of Group Quarters	# of Persons
Inmate of mental hospital	129
Inmate of home for the aged	1,625
Inmate of other institution	132
In college dormitory	1,473
Other in group quarters	1,352

Occupied Housing Units with No Car Available	
	6,680

School Enrollment	Total	Private School		Public School	
	# of Persons	# of Persons	%	# of Persons	%
Nursery School	1,481	827	55.8	654	44.2
Kindergarten/ Elementary (1-8 yrs.)	13,487	3,481	25.8	10,006	74.2
High School (1-4 yrs.)	6,118	1,026	16.8	5,092	83.2
College	12,223	4,561	37.3	7,662	62.7

Years of School Completed: Persons 18 and over		# of Persons	% of Persons
Elementary - High School	1-3 yrs.	20,534	22.5%
High School	4 yrs.	23,534	25.8%
College	1-3 yrs.	23,210	25.5%
	4 yrs.	10,991	12.1%
	5 or more yrs.	12,926	14.2%

Housing	Total # of Housing Units	Renter Occupied #	Renter Occupied %
Occupied housing units	47,056	25,562	54.3
Condominium housing units	2,666	427	16.0
	Total # of Persons	Renter Occupied	
Persons in occupied housing units	113,890	55,295	48.6

Language	Age 5-17 # of Persons	Age 18+ # of Persons	Total # Persons	%
Speak only English at home	13,387	68,970	82,357	74.5%
Spanish language spoken at home				
Speak English very well/ well	3,358	7,245	10,603	9.6%
Speak English not well/ not at all	1,120	5,067	6,187	5.6%
Other language spoken at home				
Speak English very well/ well	1,294	8,387	9,681	8.8%
Speak English not well/ not at all	265	1,526	1,791	1.6%

Employment Characteristics Of Persons 16 and Over	# of Persons	%
Armed forces	42	0
Civilian employed	55,985	59.2%
Civilian unemployed	2,855	3.0%
Not in labor force	35,700	37.7%

Presence and Age of Children of Working Mothers	In Labor Force # of Persons	%	Not in Labor Force # of Persons	%
Mothers with children under 6 yrs.	3,323	51.3	3,150	48.7
Mothers with children 6 to 17 yrs.	4,219	65.0	2,272	35.0

Occupation	# of Persons	% of Persons
Managerial & professional	18,364	32.8%
Technical, sales & clerical	18,206	32.5%
Service occupations	7,202	12.9%
Agriculture	920	1.6%
Production, craft & repair	4,835	8.6%
Machine operators & laborers	6,458	11.5%
		100.0%

Household Income in 1979	# of Householders	% of Households
$ 0 - $ 4,999	6,639	14.1%
5,000 - 9,999	7,804	16.6%
10,000 - 14,999	7,413	15.8%
15,000 - 19,999	5,886	12.5%
20,000 - 24,999	4,957	10.5%
25,000 - 29,999	3,485	7.4%
30,000 - 39,999	4,454	9.5%
40,000 - 49,999	2,375	5.0%
50,000 - 74,999	2,557	5.4%
75,000 & over	1,464	3.1%
		100.0%

Median Household Income $16,298

Poverty Status	# of Persons	% of Persons
Income above poverty level	98,739	85.9%
Income below poverty level	16,181	14.1%

HERITAGE: A SHORT HISTORY OF PASADENA

The land now famous for the Tournament of Roses, the Rose Bowl, the Jet Propulsion Laboratory, and California Institute of Technology, was once occupied by the Hahamogna Tribe of Indians. Subsisting on local game and vegetation, the Hahamognas lived in villages scattered along the Arroyo Seco and the canyons from the mountains down to the South Pasadena area. With the arrival of the Spaniards and the establishment of the San Gabriel Misson on September 8, 1771, the Indians were subjugated, converted, and forced to labor for the mission.

The San Gabriel Mission, the fourth in California, grew to be prosperous, with abundant orchards, vineyards and herds. The vast lands which it administered for the Spanish Crown were divided into ranchos. After the rule of California passed from Spain to Mexico, the Mexican government in 1833 secularized the mission lands and awarded them to individuals. The northeast corner of San Gabriel Mission, consisting of the 14,000 acres known as Rancho el Rincon de San Pascual, had previously been gifted in 1826 by the padres to Doña Eulalia Pérez de Guillen, noted for her advanced age as well as her devoted service to the mission. On February 18, 1835, it was formally granted by the Mexican government to her husband, Don Juan Mariné. He and his sons subsequently lost the land which changed ownership a few more times before being granted on November 28, 1843, by Governor Manuel Micheltorena to his good friend, Colonel Manuel Garfias, son of a distinguished Mexican family.

In 1852, two years after California was admitted as a state to the Union, Garfias built an adobe hacienda on the east bank of the Arroyo, where he and his family proceeded to live in grand style, until he could not meet the interest payment due on a loan. Title to the land was then transferred in 1859 to his lenders, Dr. John S. Griffin and Benjamin "Don Benito" Wilson. Portions of the Rancho San Pasqual were thereafter sold, leaving Griffin and Wilson with 5,328 acres in 1873.

The concept of Pasadena as a settled community began with a group of friends in Indiana, who organized the "California Colony of Indiana" with the object of relocating to the warmer climes of Southern California. Sent to scout the area, D. M. Berry became entranced with the fine air, the beauty and the good agricultural possibilities of the Rancho San Pasqual. Although financial failure led to an early demise of the Indiana Colony, Berry was quick to reorganize it. After adding a few carefully selected western associates, the group became known as the San Gabriel Orange Grove Association. Negotiations for the purchase of the land were settled in December 1873, and by the following month, 1500 acres were subdivided into 100 lots of 15 acres. The plans for the tract omitted a business district, since it was the intention of the settlers to reside there for the purposes of ranching and agriculture.

On April 22, 1875, the stockholders of the San Gabriel Orange Grove Association formally named their community "Pasadena." A Chippewa Indian word for "Valley," the name has also been interpreted as "Key of the Valley" or "Crown of the Valley," hence the adoption of both crown and key in the official city seal.

The existence of Pasadena was closely tied to the development of irrigation, in which the Wilson Ditch conveyed water from the Arroyo Seco to nearby land. Until the early 1880's, Pasadena remained a peaceful and prosperous agricultural community known for its citrus groves and vineyards. Early on, its citizens exhibited a concern for culture, building a schoolhouse by 1875, where church services were held and where a Literary Society was formed. In 1882, the Pasadena Library and Village Improvement Society was founded, and by 1884, Pasadena had a library.

Starting with the year 1883, Pasadena grew from a settlement of 200 families into a city. Its commercial district at Fair Oaks and Colorado expanded, banks opened, hotels were built, a newspaper was established. A railway connecting Pasadena and Los Angeles was completed by 1885, and several companies built street railway lines which linked points within the city. The grand and imposing Raymond Hotel, completed in 1886, brought in tourists by railroad direct from Boston, and Pasadena began to acquire the reputation as a winter resort. By 1886, Pasadena was experiencing a land boom, which attracted real estate speculators, new residents, and more tourists. Hundreds of homes were built, many of them architecturally distinctive.

In 1886 Pasadena incorporated, largely as a measure to rid the city of its saloon. In the ensuing decade, amenities such as sewers, paved streets, and electric street lighting were installed. On January 1, 1890, the Valley Hunt Club inititated a mid-winter festival with a procession of flower-bedecked horses and carriages. This became a yearly tradition that in 1898 was formally sponsored by the Tournament of Roses Association. An added tourist attraction was the Echo Mountain incline railway which opened in 1893 and included a mountain chalet resort and the Alpine Tavern at Crystal Springs.

The cultural and educational side of the city was not neglected. The educational system expanded in both the public and private sector. Throop Polytechnic Institute (first named Throop University) was founded in 1891 and later became the California Institute of Technology. Pasadena had a Shakespeare Club and a Grand Opera House (never very successful) and numerous civic and cultural organizations.

In the early 1900's more grand hotels were built. The city government was reorganized and in 1901 Pasadena became a charter city with an elected mayor. The city population grew from 9,117 in 1900 to 30,291 by 1910. The population included Chinese and Mexicans, who were brought in to work on the railroads, and Blacks, who moved in and started small businesses or worked as servants in the big houses and hotels. The area of the city increased through annexations, first of sections to the north and east, then in 1914 San Rafael Heights and Linda Vista, which had been physically linked to the city by the Colorado Street Bridge in 1913. Some of the best architects settled in Pasadena, which became known for its fine architecture, particularly the Craftsman style, perfected by Greene and Greene.

Through the end of the 1920's, Pasadena continued to enjoy a reputation as a tourist center and winter resort for the wealthy. The city had much to offer culturally. The Pasadena Community Playhouse was incorporated in 1917 and moved to the new Pasadena Playhouse in 1925, a 100-inch telescope was installed atop Mt. Wilson under the direction of Dr. George Ellery Hale in 1917, the Pasadena City Junior College District was created in 1924, the Grace Nicholson Gallery (which became the Pasadena Art Institute in 1943 and is now the Pacific Asia Museum) was completed in 1926, and the Pasadena Civic Symphony Orchestra and Civic Chorus was founded by Tuesday Musicale in 1929. The city government, which changed to its present Board of Directors/City Manager structure in 1921, expanded municipal facilities. The Rose Bowl stadium and Brookside Park recreation facility were built. A 1923 city bond issue financed the construction of a handsome Civic Center, consisting of the Central Library (opened on February 12, 1927), City Hall (opened on December 27, 1927) and the Civic Auditorium (which opened in 1932).

The Depression signaled the end of an era for Pasadena, disrupting its tourist economy which never resumed at its previous level. The number of industrial establishments, which numbered only 159 in 1929, decreased even further to 83 in 1933. In 1930, the city population was 76,086. Ten years later it had increased by less than 8% to 81,864. Despite this, a 1939 study conducted by Dr. Edward Thorndike of Columbia University on the general goodness of life in U.S. cities rated Pasadena as the best city of all in which to live.

World War II ushered in a turnabout, and set Pasadena on the path to modern industrial growth. During the war, hotels in Pasadena were used as military command headquarters. The Vista del Arroyo Hotel was purchased by the Army and became a convalescent hospital for the wounded. Led by Caltech and the Jet Propulsion Laboratory, which became focal points of research and development for the war effort, Pasadena evolved into a center for industrial research and light manufacture of scientific and electronic precision instruments. By 1954 there were 394 industrial establishments in Pasadena.

The completion in 1940 of the Arroyo Seco Parkway, the first freeway in the west, provided a fast and direct route from Pasadena to Los Angeles. Pasadena became an attractive place to live for people working in industrial areas in Los Angeles. In the postwar boom, newcomers flocked to Pasadena. By 1950 the population was 104,777, including a significant increase in the Black population (from 3,900 in 1940 to 7,800 in 1950). In the mid-'40's and early '50's, to relieve the housing shortage, new housing tracts were opened in the Linda Vista, San Rafael and Allendale areas and to the east in the Hastings Ranch and Coronet areas. Retail sales showed a steady increase and in 1947 the opening of Bullock's heralded what was to become an exclusive shopping area on South Lake Avenue. A new shopping center opened in Hastings Ranch in 1956.

With growth came problems. The city once famed for its salubrious climate was now inundated with smog. As the business district moved east of Fair Oaks and Colorado, the area that was once the heart of the city became dilapidated, with high vacancy rates and declining property values. In much of the city's pre-1929 housing, middle income families moved out and low income families moved in. Minority populations were heavily concentrated in the older sections of the city. The early '60's saw some major companies leave Pasadena due to lack of land for expansion. Although the problem of central city decline was pointed out in a major report in 1959, little was done to remedy it until the early seventies. An April 27, 1969 Los Angeles Times article on Pasadena was entitled "Pasadena's Crown City Image Tarnished: White Flight, Urban Blight, School Problems."

The year of 1969 marked the opening of the Pasadena Art Museum of Modern Art (now the Norton Simon Museum of Art) and the closure of the renowned Pasadena Playhouse, sold at auction after years of financial difficulties. Plans for the Foothill and Long Beach Freeways, which would link Pasadena to major arteries on the east, west and south were underway, removing parcels of land from the tax rolls as well as low-priced housing occupied by minorities, the elderly and low-income families.

The seventies were a period of economic revitalization, primarily under direction of the Pasadena Redevelopment Agency, now disbanded. Large corporations relocated their headquarters to Pasadena, the Conference Center was built, and the Plaza Pasadena retail shopping mall was completed. Millions of square feet of office space have been created, as well as many new condominium projects and commercial buildings. As a result, the city's taxable retail sales have jumped dramatically and many businesses have been attracted to Pasadena. Despite a serious downturn in the economy in 1982, Pasadena has fared comparatively well. Accompanying this has been an increased daytime work force of people who work in Pasadena but live elsewhere.

With the new growth has come awareness of the city's architectural treasures. Historic homes and buildings are being renovated, including buildings in Old Town where the city's business district first started. The preliminary draft for the Downtown Pasadena Urban Design Plan was released in 1981, and revisions of the city's General Plan and Zoning Ordinance are in process. Guided by their rich historical traditions, Pasadenans are now taking a close look at where they have been and where they are going.

CLIMATE AND TOPOGRAPHY OF PASADENA

Climate and topography are two of the many factors influencing the behavior and lifestyles of Pasadena's citizens. The city of Pasadena varies in altitude from around 700 feet to 1200 feet. Located ten miles north of Los Angeles, Pasadena is situated on alluvium of granitic rocks comprising the San Gabriel Mountains to the north. The San Rafael Hills form the city's western boundary, and Eaton Wash forms much of its eastern boundary. The Sierra Madre fault zone at the base of the San Gabriels and the Raymond Hill fault near the city's southern border cause Pasadena residents concern for earthquake safety.

Most of Pasadena is located in a valley of such parklike beauty its surveyors omitted parks from the original city plan. As the city grew, it became necessary to purchase land to create the parks that are enjoyed today. The Arroyo Seco, a natural boundary between western and central Pasadena, contains 90% of the city's parkland. Its many uses and proposed changes are a point of controversy and concern to Pasadena residents.

Pasadena has been divided into sections, and methods of access to these areas has been changed by the construction of bridges, highways and freeways. Originally the Pasadena Freeway was praised for its uniqueness, safety and comfort. Recently, however, Pasadena's freeways have been condemned for creating noise and air pollution, lowering property values, destroying parkland and bisecting the community.

The beauty that drew early residents to Pasadena included its nearby mountains. Their beauty and use for outdoor recreation is described at length in area histories. These activities are still part of the lives of many Pasadenans.

Extolled even beyond Pasadena's beauty in attracting early settlers was its climate. Clear skies were praised by early writers, and uncommon extremes of rain, cold or heat received much notice.

All climatic phenomena depend on the sun's energy. In the Pasadena area, the sun shines seventy to eighty percent of the time. The annual average temperature range is 51° F. to 72.5° F. There are an average of 255 clear days per year, with an average temperature range each day of 28° F. This sub-tropical semi-arid climate has a wet and dry cycle of winter rain and summer drought. The seasonal average of rain for 97 years ending in 1980 was 19.93 inches. This climate was originally very beneficial to agriculture, and now lets us enjoy freedom of movement for many outdoor activities.

Early writers stressed the benefits to health of Pasadena's climate. Many people came to Pasadena for relief of respiratory diseases. D. M. Berry, who decided on the location of the Indiana Colony that became Pasadena, was favorably influenced because the climate helped his asthma. Now Pasadena's smog episodes have been a continuing problem.

In summary, Pasadena's mild climate and gentle topography encourage the pursuit of outdoor activities by a large mobile population with diverse interests. The pursuit of these activities is affected by both natural and man-made boundaries.

BUSINESS

During the past 100 years, the Pasadena business community has grown from a small concentration of stores at the corner of Fair Oaks and Colorado, including a general store, blacksmith shop, shoe store and meat market, to a major business center with approximately 2,650 work sites and more than 73,000 workers. Although at the present time the business picture in Pasadena seems quite healthy, this has not always been the case. The transition from a primarily agricultural community to a "space age city" has been neither consistent nor without difficulty.

Although a substantial core of businesses existed in Pasadena at the turn of the century, the period from 1910 to 1930 brought a simultaneous growth in businesses and the establishment of a wide range of city services and facilities. In addition to many commercial and retail enterprises, many financial institutions began and Pasadena became well-known as a financial center. By 1925, there were 162 industrial plants producing more than $9 million worth of products annually.

Although the central business district began to decline even before World War II, the deterioration accelerated following the war for a variety of reasons, including parking and traffic problems which kept shoppers out of the downtown area. This decline of the downtown area is evident in the value of property along Colorado Boulevard. Historically one measure of Pasadena's business and financial health, in 1929 the price was $25/square foot and in 1959 it fell to $5/square foot. In 1982 the prices vary from $30 to $50/square foot.

A 1959 report recommended the rehabilitation and redevelopment of the central part of the city. However, it was not until the 1970's that major changes occurred. It is estimated that in the decade from 1970 to 1980 more than $400 million in new, private funds were invested in the city; 20,000 new jobs were created; taxable sales more than doubled from $339 million to $833 million, increasing sales tax revenues, which have become the city's largest source of revenue, by $5.8 million; construction of office space continued to double each decade as it had since 1950; and several corporations, such as Parsons and Pacific Telephone, moved corporate or regional headquarters to Pasadena. Several existing companies, such as the Bank of America, Avery and Jacobs Engineering, expanded their operations. The renaissance that occurred was created through a great deal of effort at many city and private levels, including the Pasadena Redevelopment Agency and the Chamber of Commerce.

Events which have occurred in the past two years make predictions concerning Pasadena's future economic development difficult. A controversy arose concerning the balance between economic, housing, and employment needs on one hand and environmental and social needs on the other. The issue was expressed in a continuing debate over the rate of growth and the kind of future development that should be promoted or approved in Pasadena. The turning point in the ensuing controversy came in mid-1980 when an environmental impact report which documented plans to convert downtown Pasadena into a center of highrise development was releaed. The animosity generated by the issue seems to have ebbed somewhat and there appears to be some movement towards cooperation between residential and business interests. Indeed, the consensus among those participating in formulating goals to be recommended to the City Board of Directors by the Pasadena Goals Congress was for development which preserves the cultural heritage and image of the city and yet creates jobs for Pasadenans.

Since jobs for Pasadenans have been identified as a major issue by the City Board in their goals and objectives, by the citizens through the Pasadena Citizen's Survey, and by the Goals Congress, it is important to look at the types of businesses present in the community and the number of people they employ. Then the available labor force should be examined in order to determine how well the opportunities available in local businesses match the skills of local workers. The Pasadena Planning Department estimates that of the approximately 58,800 workers in Pasadena's labor force, less than half of them (44%) work in the city. Therefore, of the approximately 73,000 jobs in the city, 48,400 or 66% were held by non-residents. Retail trade is the only sector of the local economy that employes more residents than non-residents.

Although attracting corporate headquarters to Pasadena has been emphasized in the past decade, there has been a growing recognition that the jobs created are not those for which Pasadena's unemployed are suited. In fact, a recent report by the Pasadena Planning Department predicts that if current trends continue, "This means that new employment opportunities will be concentrated and increase in the white collar occupations related to services, wholesale and retail trade, while the blue collar occupations associated with manufacturing will decrease." (Draft 12-27-82 Background Report to Economic and Employment Element of the General Plan.)

NUMBER OF ESTABLISHMENTS AND JOBS BY INDUSTRY

	1963		1967		1972		1977		% Change 1963-1977	
Industry	Establishments	Jobs	Establishments	Jobs	Establishments	Jobs	Establishments	Jobs	Establishments	Jobs
Manufacturing	399	11,500	370	11,600	295	9,000	297	9,800	-25.6%	-15.0%
Retail Trade	1,247	12,300	1,269	11,700	1,185	10,800	1,065	11,100	-14.6%	-10.5%
Selected Services	1,076	5,200	1,154	4,500	1,454	5,400	1,782	6,400	65.6%	23.5%
Wholesale Trade	235	2,400	195	2,500	176	1,600	174	2,800	-26.0%	18.6%

Source: Census Bureau/Draft 12-27-82 Background Report to Economic and Employment Element of the General Plan

This table indicates that, of the four major sectors of business activity, only one, selected services, increased in number of establishments in the 15-year period between 1963 and 1977. The Planning Department attributes the increase in the number of jobs in wholesale trade despite the decrease in number of establishments to the increased labor-intensive nature of wholesale trade in Pasadena; the decrease in manufacturing to insufficient low-cost land for expansion or relocation, thus contributing to the decline in wholesale trade; and the decrease in retailing to, among other things, incresed competition. These figures are based on the economic census conducted by the U.S. Census department in 1977 and do not reflect changes in retail trade caused by the opening of the Plaza Pasadena, which contains a number of new retail outlets.

For the major employers in the city of Pasadena, see the following Table of Employers (1982) from the City of Pasadena Municipal Services Division and Planning Department.

CITY OF PASADENA
MAJOR EMPLOYERS
(1982)

Ranking by Size (Ten largest)	Industry	Number of Employees	Percent of Total
	SERVICE	15,995	54.6%
1	Ralph M. Parsons Co.	4,400	
2	Pasadena Unified School District	3,400	
3	Cal Tech	3,200	
5	Huntington Hospital	2,100	
10	Pasadena Community College	750	
	St. Luke Hospital	650	
	Jacobs Engineering	600	
	Huntington Sheraton Hotel	325	
	James Montgomery Engineers	320	
	Fuller Theological Seminary	250	
	MANUFACTURING	5,625	19.2%
7	Electro-Optical Systems	1,440	
8	Bell & Howell Co.	1,400	
	Burroughs Corp.	740	
	Avon Products	700	
	Digitran Co.	500	
	Stuart Pharmaceuticals	360	
	Kratos	260	
	Star-News	225	
	COMMUNICATION/UTILITIES	2,569	8.8%
4	Pacific Telephone	2,300	
	Southern California Gas Co.	269	
	GOVERNMENT	1,600	5.5%
6	City of Pasadena	1,600	
	RETAIL TRADE	1,705	5.8%
	Bullock's	500	
	Fedco	380	
	Sears	325	
	Robinson's	250	
	Broadway	250	
	FINANCE, INSURANCE, AND REAL ESTATE	1,800	6.1%
9	Bank Americard	1,400	
	Allstate Insurance Co.	400	
	TOTAL	29,294	100.0%

Source: City of Pasadena Municipal Services Division and Planning Department

While the foregoing tables illustrate the types of business and economic activities located in Pasadena which employ both Pasadenans and workers from other areas, it is equally important to examine the labor force characteristics of Pasadena residents, whether or not they work in Pasadena.

As the following table indicates, Pasadena's labor force grew by approximately 17% during the decade from 1970 to 1980. The Planning Department attributes this growth to an increase in the working-age population and rising labor force participation rates.

	1970 Census	1980 Census	% Change
Total Civilian Labor Force*	50,280	58,840	+17.0%
Number Employed	47,812	55,985	+17.1%
% Employed	95.1%	95.1%	

*Includes the employed as well as the unemployed that are actively seeking jobs.

Source: 1980 Census/Draft 12-27-82 Background Report to Economic Employment Element of the General Plan

Changes in the industries in which these workers are employed are indicated in the following table.

EMPLOYMENT BY INDUSTRY

	% of Employed Labor Force		
	1960	1970	1980
Services	36.6%	47.1%	51.3%
Wholesale/Retail Trade	19.7%	17.8%	16.7%
Manufacturing	20.1%	17.9%	15.7%
Transportation/Communication/ Utilities	5.2%	4.8%	6.2%
Construction	4.9%	4.4%	4.6%
Public Administration	5.0%	5.2%	3.5%
Other Industries	8.4%	2.9%	1.8%

Source: Draft 12-27-82 Background Report to Economic and Employment Element of the General Plan

Nearly 85% of the local labor force is currently employed in the top three industries - services, wholesale/retail trade and manufacturing. The increase in those employed in the service industries is offset by decreases in employment in manufacturing and, the Planning Department concludes, is in keeping with a trend that is occurring in the national economy, which is evolving into a service-based economy from its historic manufacturing base. The increase in service-related employment was accommodated by the increased availability of office space in Pasadena, which doubled from 1960 to 1970 and again from 1970 to 1980. Although land for new office space was available, land for expansion of manufacturing was not available and numerous manufacturing firms relocated elsewhere. Although the decline in retail/wholesale employment has leveled off somewhat, the decline which became evident in the 1970 census has continued.

The labor force in the city as a whole has been less subject to unemployment than the labor force in the county, the state or the nation. Unemployment however, is not evenly distributed within the city. A 1975 Special Census found that some of the census tracts in the northwest-north central portion of the city have unemployment rates four times greater than the city average. In the recent Pasadena Citizen's Survey, 21.8% of the respondents citywide indicated they are unemployed, 15.7% indicated someone in the household is unemployed, and in 58.6% of the households no one is unemployed.

In addition to attracting businesses which will bring jobs for Pasadenans, career education and job training have been identified by both the City Board and the Goals Congress as essential. One of the recommendations of this community analysis report is the establishment of an employment and career information center at the Central Library to consolidate job and career information in a single location. Presently this collection of material is inadequate to meet the heavy demand, scattered in many locations, frequently out-of-date and often does not relate to the needs of the user. An employment/education center of this type would have wide appeal and make a significant contribution to the community as well as help the city to achieve its goal of matching Pasadena employees to job opportunities.

The business activities present in a community have a very direct impact on the types of library services provided, both in terms of the type of information required to conduct the businesses as well as the type of employees they attract. These employees, as residents and users of the library, have interests which place demands upon the library. Unlike many communities which have one dominant business activity such as agriculture or tourism, business activity in Pasadena is diversified. The information needs of the job holders will be as broad as world affairs and as narrow as what kind of typewriter has the best repair record. The collection to support the provision of business information at all levels must be complete and in-depth, current and subject to continual evalulation on the basis of the business community's needs. Seventeen percent of the respondents to the User's Survey conducted at the central library stated that their single most important reason for using the public library was for information or materials related to their job or

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career. This probably underestimates the actual number, since a considerable number of job-related questions are received by telephone and telephone requests were not surveyed. In fact, in the Pasadena Citizen's Survey, 20.6% of the respondents who use the library stated that the single most important reason for doing so was for information or materials for their job or career. In addition to the wide variety of subject-related requests, local businesses have a great need for rapid access to statistics about Pasadena, such as the number and kind of busineses licensed annually, the number of employees in Pasadena, and demographic characteristics of the labor force. At the present time this information is dispersed among the various city departments responsible for collecting it. Although the library has some information of this type, there has been no organized effort to make this data accessible to the public. The library should act as the prime agent for centralizing, consolidating and disseminating statistical data about Pasadena.

Nowhere is the need for speed of delivery of information more important than in the scientific/technical business community. The library can meet the needs of this group by the addition of online reference service and by increasing the speed of document delivery. Online searching of databases would enable the library to quickly locate vital information by providing access to hundreds of databases.

One of the more important means of improving library service to the business community is simply to inform them about the library's information service and capability. Some suggestions to facilitate reaching this group include the following:

- Set up a display booth at local business meetings and conventions.
- Design and distribute brochures to target groups, identifying specific sources useful to this group.
- Provide publicity about library events and services, to be included in company newsletters, employee handbooks and company bulletin boards.

MUNICIPAL GOVERNMENT

Pasadena is a charter city under the California Constitution. The City Charter provides for a council-manager form of government. The Board of Directors is made up of seven members who serve four-year terms. The directors elect a chairperson from among their number who is the mayor and presides at meetings.

The Board appoints a City Manager, who oversees city operations and submits the yearly budget to the Board for approval. The city departments, except for Water and Power, Public Works, and Finance, are gathered under four agencies - Administrative Services, Employee and Community Services, Housing and Community Development, and Public Safety. The Pasadena Public Library is part of the Employee and Community Services Agency (see organization chart on page 38).

Citizens in Pasadena have an opportunity to participate on more than 25 advisory or regulatory boards, commissions and committees. These groups advise or make recommendations to the City Board on issues such as housing, new legislation, cultural resources, design of public areas, and public utilities; establish policies and procedures relating to cable TV, development, zoning and other topics, hold hearings on housing and relocation; or advise city departments such as the public libbrary and parks and recreation. Membership on many of these committees and commissions is limited to Pasadena residents and most require a substantial time commitment for attendance at regular meetings and additional time for special meetings and projects.

The main sources of revenue for the city this year are sales tax, utility user's tax and other city-charged taxes (41.5%), property taxes (14.8%), and charges for services (15.3%), for a total revenue of approximately $57 million. The major city expenditures in 1982-83 are allocated as follows: Public Safety - 30.2%, Public Works - 15.9%, Administrative Services - 15.7%, Employee and Community Services Agency - 12.1%, and Housing and Community Development Agency - 5.0%. The library's budget represents approximately 4.5% of the general City operating department expenditures.

There are two primary ways in which the library can address the information needs of city government. The first is that the library can collect and organize the information generated by city government documents and make it available to the public. Secondly, the library can provide reference and information services to elected and appointed city officials and city staff.

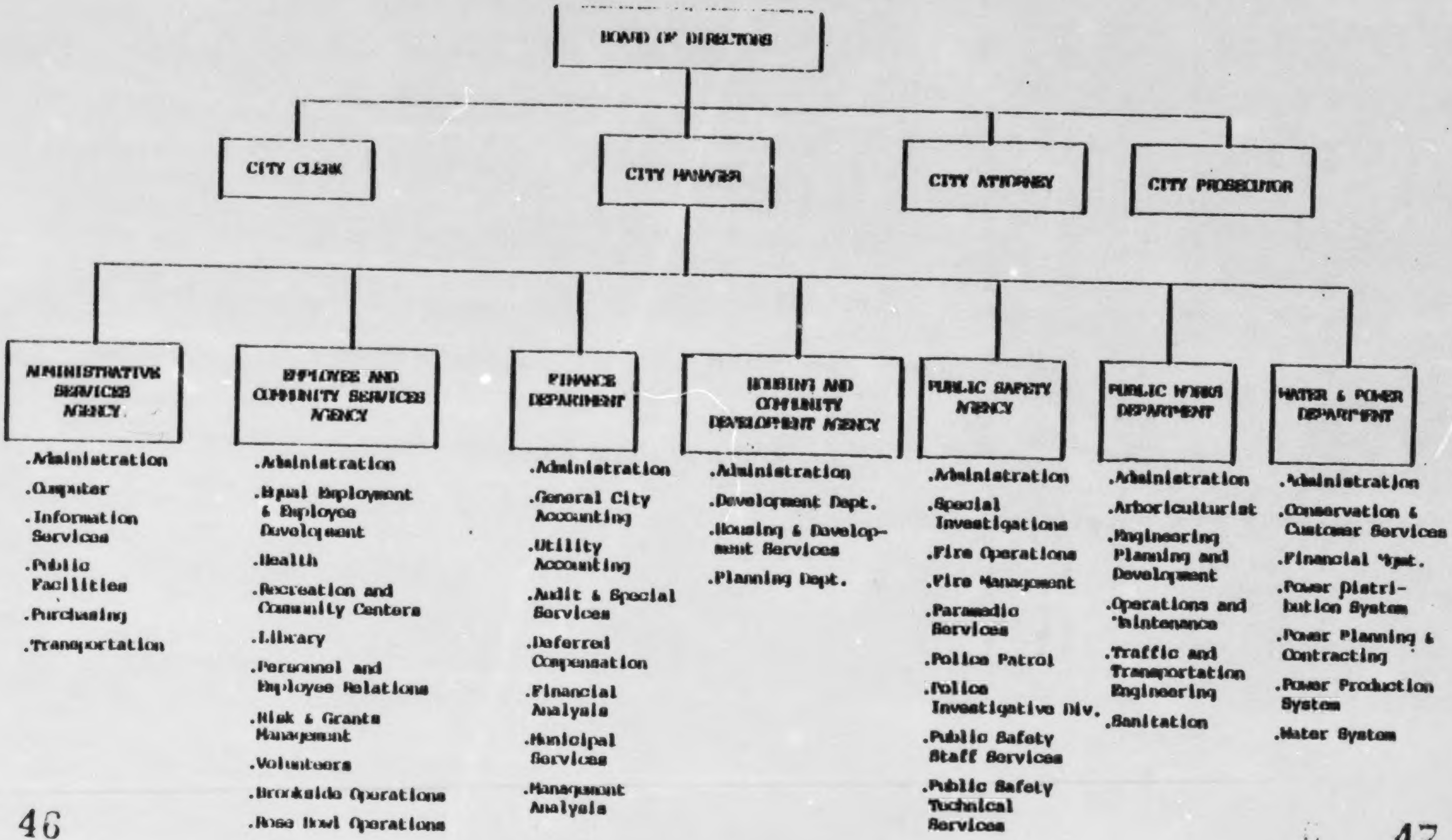
Recently there has been a growth in city government publications as well as increasing interest in such documentation. In fact, the increased output of local government information has come about in part because of incresed demand and increased "information consciousness" on the part of many residents. Although the distribution of federal documents is well organized and systematic, there are many factors which make this somewhat more difficult at the local level. Local documents are irregularly published, are printed in small quantities, distribution is limited, and publication is rarely announced.

For these reasons, the library has had difficulty in learning of new documents and documents have been acquired informally and randomly rather than systematically. Because there is not a comprehensive collection, cataloging has not been as complete as possible. Recently, however, the library has undertaken a study of possible alternative classification schemes and has made a concerted effort to try to obtain documents and reports from the many city agencies and departments which issue documents.

The library should be designated as the city's repository for collecting and accessing published city documents, reports and records. All documents would be readily available to both city officials and staff as well as to the general public. Since effective government depends upon the availability of information and one of the most difficult problems facing city government is public understanding of decisions made and policies adopted, providing better access to information would be beneficial to both local decision-makers and residents.

The library presently provides reference service to city departments upon request. The reference staff provides brief answers to specific questions, or more extensive reports and bibliographies using traditional search tools such as indexes, as well as contacting experts in the field. However, it is a recommendation of this community analysis study that a more formal municipal information service be established at the library that will support city government by conducting research and by locating and retrieving information needed for government decision-making.

As city governments face increasingly complex social, economic and technological issues, their need for accurate and up-to-date information grows more important. The library, whose traditional function within the city has been to provide information to the public, is best suited to provide access to available information to those making decisions in city government. The library could provide more efficient and cost-effective service by augmenting manual searching of information with access to computerized databases such as Lockheed's DIALOG, SDC's ORBIT, the New York Times' INFO BANK, and Mead Data's NEXIS.


BOARD OF DIRECTORS
CITY CLERK
CITY MANAGER
CITY ATTORNEY
CITY PROSECUTOR
ADMINISTRATIVE SERVICES AGENCY
.Administration
.Computer
.Information Services
.Public Facilities
.Purchasing
.Transportation
EMPLOYEE AND COMMUNITY SERVICES AGENCY
.Administration
.Equal Employment & Employee Development
.Health
.Recreation and Community Centers
.Library
.Personnel and Employee Relations
.Risk & Grants Management
.Volunteers
.Brookside Operations
.Rose Bowl Operations
FINANCE DEPARTMENT
.Administration
.General City Accounting
.Utility Accounting
.Audit & Special Services
.Deferred Compensation
.Financial Analysis
.Municipal Services
.Management Analysis
HOUSING AND COMMUNITY DEVELOPMENT AGENCY
.Administration
.Development Dept.
.Housing & Development Services
.Planning Dept.
PUBLIC SAFETY AGENCY
.Administration
.Special Investigations
.Fire Operations
.Fire Management
.Paramedic Services
.Police Patrol
.Police Investigative Div.
.Public Safety Staff Services
.Public Safety Technical Services
PUBLIC WORKS DEPARTMENT
.Administration
.Arboriculturist
.Engineering Planning and Development
.Operations and Maintenance
.Traffic and Transportation Engineering
.Sanitation
WATER & POWER DEPARTMENT
.Administration
.Conservation & Customer Services
.Financial Mgmt.
.Power Distribution System
.Power Planning & Contracting
.Power Production System
.Water System

CULTURE

Pasadena has a long tradition of interest in art and culture. As early as 1875, a literary society was formed in Pasadena, and in 1883 an Art Loan exhibit was sponsored by the trustees of the Pasadena Library and Village Improvement Society in order to raise money for a library building. This interest in cultural activities has been strengthened over the years and is evident today in the large number of museums and art, theatrical, literary and musical groups active in the community.

The Pasadena Arts Council, one of the largest arts councils in the state, is comprised of 170 organizational members. The Arts Council provides services and assistance to its member groups in their individual pursuits and it promotes greater awareness of and interest in the arts in the area. A number of groups in the community, such as the Pasadena Society of Artists, are active in promoting the works of local artists, while others, such as the Pasadena Art Alliance, are active in raising funds or providing support for those organizations which present the works of artists to the Pasadena community.

Pasadenans interested in the visual arts have a wide range of galleries and musuems in which to view art work. Pasadena is the home of the Norton Simon Museum which contains one of the world's greatest collections of paintings, tapestries, prints and sculpture, and the Pacific Asia Museum which contains exhibits of oriental art and culture from Asia and the Pacific Basin and offers additional activities in music, dance and painting. Exhibitions are also held at the Baxter Art Gallery at Caltech, the Art Center College of Design, the Pasadena Historical Society, as well as a number of smaller galleries and museums. There are several important collections in the communities adjacent to Pasadena, such as the Huntington Library and Art Gallery and the Southwest Museum, as well as in the entire Los Angeles area.

As a consequence of the persistent threat to historic buildings in the area and growing awareness of the unique architectural styles in Pasadena, there has been increased interest in architectural renovation and preservation. Several groups in the community are involved in historic preservation, including Pasadena Heritage, which was formed to develop an awareness of and pride in Pasadena's architecture. Recently, the Pasadena Public Library, Pasadena Heritage, the Gamble House and the Society of Architectural Historians jointly sponsored an extremely successful series of five programs on early Pasadena architecture.

Demand for information on this topic has led to many groups in the community collecting information on this subject - consequently, architectural information is scattered among many groups in the city, including the library, Pasadena Heritage, Urban Conservation, the Gamble House library, and the Pasadena Historical Society. The library should take a leadership role in working with these groups to identify who is collecting specific items, and areas of overlap or duplication of effort as well as gaps, so that all organizations can be more knowledgeable in making referrals or in obtaining desired information.

In addition to art and architecture, Pasadenans have a great interest in the performing arts. Of the many organizations involved in bringing performing artists to Pasadena, one of the largest is the Ambassador International Cultural Foundation which presents a series of recitals, ballets, orchestral performances, operas and theatre performances which are attended by 200,000 people each year. In addition, the Office of Public Events at Caltech presents a variety of cultural programs, and performing groups from throughout the U.S. perform at the Pasadena Civic Auditorium. In addition to these visiting groups, Pasadena has many excellent local performing groups, including the Pasadena Symphony, the Pasadena Musical Theatre, the Pasadena Dance Theatre, the American Academy of Dramatic Arts, the Coleman Chamber Music Association and Tuesday Musicale.

The library has always maintained close, productive relationships with some of the local performing arts organizations. The Coleman Chamber Music Association has had a long association with the library, donating a chamber music collection and money for furnishings for the Alice Coleman Batchelder Music Room in the Central Library and annually contributing funds to the library for the purchase of books, records, and musical scores. The Tuesday Musicale presents weekly concerts in the library auditorium where they house their pianos. There was scarcely a play produced at the Pasadena Playhouse (which operated from 1917 until 1969 and which will officially reopen in 1983) in which the library did not have a part - usually a long and careful search for some detail to make the settings historically correct. At the present time a collection of memorabilia and business records from the Pasadena Playhouse is housed at the Pasadena Public Library.

There are many and varied opportunities to attend lectures and film programs in Pasadena. Caltech, Pasadena City College and Fuller Theological Seminary all present lecture series, while numerous organizations offer public programs on a wide variety of topics.

By maintaining strong contacts with cultural agencies and groups, the library can, and often does, assist these groups in many ways. Many of the cultural organizations in the community depend upon the library as a research source capable of providing materials, programs and services to support their interests. Although many of the groups use the art and music book collections and record collection extensively, they were not fully aware of other library resources and services. For example, many organizations mentioned that fund-raising is a major issue facing their organization. The library should publicize its collection of material on grants, proposal preparation and other fund-raising techniques.

Co-sponsoring programs, exhibits or performances with local cultural and artistic groups is a logical role for the library. Community groups have the expertise and skills to plan the content of the program, the library can provide space as well as lists of reading or audio-visual material to augment the program, and both have publicity channels and share a common goal of offering informational or entertaining programs to the public.

Many of the organizations which do use the library for programs or exhibits were critical of the facilities, citing poor lighting and an inadequate sound system in the auditorium as areas for improvement. Most groups felt that this was a valuable service for the library to provide. Therefore, this problem should be addressed so that the library can continue to encourage exhibits, concerts and other special events at the library.

There are a number of ways in which the library can support already existing or new programs other than co-sponsoring. By receiving all newsletters and flyers, the library can assist these cultural organizations by publicizing their activities and events. At the present time, upon request, the library provides booklists or lists of recordings for local groups to distribute at their programs or exhibits. This capability should be publicized to more groups since, in addition to providing follow-up material to those attending programs or exhibits, it also provides the library with a way to publicize its resources to an interested group.

EDUCATION

One of the first actions of the early Pasadena colonists in 1874 was to establish a school. Since that time, education has been an integral part of the life of the community. Pasadena boasts some of the finest and most prestigious colleges and universities in the country. From kindergarten through twelfth grade, educational options range from the Pasadena Unified School District with its variety of programs, to the more than 30 private and parochial schools, many long-established and notable.

Historically, students have been, and continue to be, among the library's most constant users. Homework assignments - the need for information and resources and also perhaps for a quiet place to study - naturally draw students to the library. A sampling of adult (14 years of age and over) users in the library's User Survey reveals that 25.8% of users at the Central Library, and more than 20% of users at four branches designated their occupations as "student". In assessing their information needs, it is necessary to determine the changes that the schools are undergoing. School curricula, student enrollment, the status of school and school library budgets - all have an effect on the demands for service and resources placed upon the public library by students.

Public Schools

The changing makeup of the population has a definite impact on the schools, particularly on the public schools which accept all children, regardless of ability to pay or potential academic ability. The Pasadena Unified School District, comprising the communities of Pasadena, Altadena and Sierra Madre, is the 25th largest in the State, and like many urban school districts, is contending with severe budget constraints, crime, shortage of specialized teachers, and an increased minority and immigrant population with special needs. The school district offers a diverse program that includes the highly-structured Fundamental schools which stress 'basic skills'; the open environment of the Alternative School; the Gifted and Talented Program; the Bilingual Program; the Foothill Continuation High School; and the Roosevelt School for the developmentally and physically handicapped. There are presently a total of 25 traditional schools.

Under federal court order from 1970 to 1979 to desegregate the schools, the PUSD has been involved in a sometimes controversial and divisive busing plan to achieve racial integration. Although the court order was rescinded in 1979, the same year an anti-busing amendment was passed in California, the Pasadena Unified School District Board of Education remains committed to desegregated schools. However, acknowledging the difficulty of trying to racially balance schools with a decreasing number of Anglo students (which changed from 53.7% of the school population in 1970 to 26.2% in 1982), the School Board has recently approved a realignment of schools that will reduce cross-town busing and restore neighborhood schools. Beginning in 1983, the PUSD will move from a four-level grade configuration (grades K-3, 4-6, 7-8, 9-12) which involves elementary school busing, to a three-level configuration (K-6, 7-8, 9-12), which will allow elementary school children to walk to nearby schools. This change will have repercussions on some branch libraries, which since the advent of busing have had reduced class visits and after-school usage by public school children. Branches in the School Library Cooperative Project adapted their children's book collections to correspond with the grade levels of nearby schools. With the new grade configurations, these collections will require reevaluation.

The Pasadena Unified School District has seen dramatic changes in enrollment since 1970. Total school popoulation has decreased by 22.6% from 29,123 in 1970 to 22,531 in 1982 (a slight increase from the previous year). The following chart shows the distribution of students by grade level:

	1970		1982	
	No. Enrolled	% of District Enrollment	No. Enrolled	% of District Enrollment
Primary (K-3)	8,631	29.80%	6,842	30.69%
Elementary (4-6)	6,577	22.72%	4,736	21.25%
Jr. High (7-8)	4,531	15.65%	3,623	16.25%
Senior High (9-12)	9,215	31.83%	7,091	31.81%
	28,954		*22,292	

Source: PUSD

Although the school population has decreased in number, the proportion of students enrolled at each school level has changed very little. The majority of students (51.94%) are in grades K-6, with slightly less than one-third enrolled in high school, indicating that the library should continue its active program for elementary school children.

The racial/ethnic percentages of the student population have shifted:

	1970	1976	1982
Spanish surname	9.2%	14.9%	25.6%
White	53.7%	38.3%	26.2%
Black	32.8%	42.5%	43.0%
Asian	2.9%	2.6%	2.2%
American Indian	0.3%	0.1%	0.1%
Other non-white	1.1%	1.6%	2.9%

Source: PUSD

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*This total excludes children enrolled in special education schools, thus differs from total school population.

According to a school district brochure, Pasadena Unified School District: Facts (vs. Notions), "Since the early '70's black enrollment has virtually stabilized, Anglo enrollment has declined and Hispanic enrollment continues to be the fastest-growing segment." In 1982, 33.9% of primary grade children (grades K-3) are Hispanic.

A fall 1981 study by the school district revealed that more than one-third of the incoming kindergarten class was not English-proficient. Nine hundred new K-6 students were designated LEP (Limited English-Proficient), speaking 32 different languages with approximately 85% speaking Spanish, 10% Armenian and 5% other languages (particularly Asian languages). Faced with a shortage of bilingual teachers, the PUSD is grappling with the problem of educating students with limited English communication skills (at one point a "New Arrival" school was considered). This is an area where the school and the library can join forces. The library can provide increased foreign language materials for children and adults, in support of PUSD's bilingual program. It is recommended that the library work with the school district, Pasadena City College and literacy volunteer groups to facilitate the development of a literacy skills program aimed at improving the literacy and English skill level of the entire community, thus impacting the LEP children in the schools.

The school district has embarked on an intensive program to bolster reading skills of its students. The District points with pride to eight consecutive years of improvment in achievement test scores, moving from the 45th percentile nationally in 1975 to the 59th percentile in 1982, with the national average being at the 50th percentile. This improvement has been particularly noticeable in the primary and elementary grades and includes all racial categories.

Reflecting the changing economic picture, student interests have changed in the past 10 years - from English and political science to business administration and technology. The PUSD offers its diverse student population both an academic and a vocational curriculum. Career awareness programs begin in primary school. Each high school has a career center offering career aptitude testing, and students may elect to take vocational skills courses at Pasadena City College or the Community Skills Center. Businesses in Pasadena have pointed to the shortage of skilled labor and the necessity for the schools to educate the young for the high tech jobs in the community. The establishment of an Employment and Career Information Center at the library, built with the help of school district expertise, will expand the total resources available in Pasadena and reinforce the objectives of both the PUSD, business, and City government.

The Pasadena Unified School District and the Pasadena Public Library are involved in cooperative ventures. Through the School Library Cooperative, established in December, 1979, four branch libraries provide full library service (from library skills instruction to enhancing and enriching reading skills) to four adjacent primary or elementary schools: Allendale, Linda Vista, Longfellow and San Rafael. In addition, the Pasadena Public Library works in cooperation with PUSD to foster reading skills through the summer reading program.

Library facilities in the Pasadena Unified School District vary from elementary school collections (size differs with the school) supervised by library coordinators to professionally-staffed libraries at each junior and senior high school. A program of library service is provided to classes in the district, with some libraries having an extremely heavy class schedule. Past meetings between public librarians and elementary school library aides and junior and senior high school librarians have been successful, providing an opportunity for the exchange of information and resources, such as booklists. Public librarians worked with the English departments and school librarians to prepare summer reading lists of books not in the curriculum. Scheduling these meetings on a once-a-semester basis will provide for a continuing dialogue and will enhance cooperation.

Since the mid-'70's and the usage of buses for other purposes, only classes within walking distance have visited the public library. Many school children and their teachers are not aware of the library's resources. Reaching school faculties would be a first step in publicizing library services. It is recommended that library staff work with elementary school library coordinators and junior and senior high school librarians to arrange presentations to school faculties at departmental meetings, preferably at the beginning of each school year. Such visits would promote library services, after-school and summer use of the public library (when school libraries are closed), and the willingness of public librarians to visit the schools to present book talks and resources to classes. Another opportunity for potential cooperation would be in the area of curriculum. Both school and public libraries are frequently inundated by students needing books and information relating to specific school assignments. The library plans to send a letter to the PUSD, offering to designate a representative from the Pasadena Public Library to participate in PUSD curriculum committees. This will enable the schools and public library to work together to coordinate collection-building in high-demand subject areas, thereby anticipating assignments and matching the supply of resources with demand.

Private Schools

Private schools in Pasadena range from parochial schools of several denominations, to alternative schools, to expensive college preparatory schools which attract students from other areas. Many of the schools require students to pass stringent entrance examinations before being admitted. Although scholarships are offered, yearly tuition can range as high as $3,900. The student body in several schools is racially mixed; others are predominatly Anglo, Black or Hispanic.

The percentage of students in private schools, which has traditionally been high in Pasadena (16.73% in 1960), has continued to grow. In 1970, private school enrollment accounted for 18.39% of total enrollment from kindergarten through high school. In 1980 it was 22.99% of the total. Between 1970 and 1980 there was an overall decline of 7.2% in total public and private school enrollment.

School Enrollment

	1970		1980	
	Total Public and Private School Enrollment	Private School Enrollment	Total Public and Private School Enrollment	Private School Enrollment
Kindergarten	1,528	258	13,487	3,481
Elementary	13,051	2,532		
Secondary	6,555	1,096	6,118	1,026
	21,134	3,886	19,605	4,507

Source: U. S. Census Bureau

Many of the private schools stress an academic progam with a broad choice of electives. Most have their own libraries which are tailored to the needs of the school and which are used regularly by their students. Private shcool teachers on an individual basis do bring students to the public library for specific assignments, for resource orientations, and for educational enrichment. The frequency of visits depends on the teacher and on the school and the adequacy of its library. In addition, many students from private schools visit the Pasadena Public Library independently.

The library can best serve the needs of private school students by encouraging and accommodating class visits, and by exchanging booklists and class reading lists with teachers and school librarians. It is recommended that private school teachers and librarians be contacted on a regular yearly basis to promote cooperation and awareness of public library services.

COLLEGES

The large number of colleges, universities and trade schools located in Pasadena contribute to the diversity and the cultural and intellectual level of the community. Pasadena's educational institutions attract faculty and students from other areas, states and nations. Many reside in Pasadena, adding to the cultural mix.

Pasadena's post-secondary schools, with the exception of its fine community college, Pasadena City College, are highly subject-specializeed. Several are outstanding or distinctive in their fields. The world-renowned California Institute of Technology specializes in science and engineering, the Art Center College of Design in commercial art, Pacific Oaks in early childhood education, the American Academy of Dramatic Arts in the performing arts, Ambassador College in theology, and Fuller Theological Seminary in theology and psychology. Trade and business schools in Pasadena offer programs in cosmetology, chiropractic, radiological technology, real estate, watchmaking, travel and business. As a result of their specializations and reputations, these schools attract many high caliber students and employees. Often there is a significant international component in the student body.

For the most part the relationship of these schools to the city may be characterized as one interviewee phrased it, "friendly but not intimate." A number of the schools, however, do feel a certain amount of urban encroachment. Caltech mentioned finding itself in the middle of an urban zone, and it must now concern itself with an increase in theft. Fuller finds itself in an area that would be affected by the Pasadena Urban Design Plan and is concerned about the effect that proposed highrise structures might have on it. Pasadena City College is faced with a shortage of parking, which spills over onto neighboring streets. Almost all of the schools are beginning to feel the pressures of housing scarcity and costs for their faculty as well as for their students.

Several colleges have sports, lectures and entertainment programs for their students which are also open and appeal to the rest of the community. It might be said that this is the chief area of direct contact between the community and these schools.

In general, colleges have found a shift in demand from academics to occupational — from pure science to applied sciences at Caltech, from humanities to business and computer science at PCC, and an increase in demand for marriage and family counseling classes at Fuller and Pacific Oaks. At PCC the trend is for students to take vocational courses as an end in themselves rather than taking the courses as a base upon which to transfer to a four-year college.

In recognition of the need for vocational education and as a solution to the community's unemployment problem, the City of Pasadena, PUSD and Pasadena City College have cooperatively established the Community Skills Center. The Skills Center, which in 1981 had 2100 students in its PCC Division and 852 students in its PUSD Division, provides basic skills training, including elementary academic skills, for entry level positions in fields such as word processing, retail sales/fashion merchandising, legal assisting, motorcycle mechanics, building construction, etc. Many of the students are unemployed or underemployed and more than 50% do not speak English as their native language (there is a long waiting list for English-as-a Second-Language classes). In the vocational classes, 76% of the students are women, many of whom are single parents receiving some public assistance. The counselors in the center are in close communication with businesses in the community to monitor which skills are needed and to place students in jobs. As an indication of its success, the Skills Center is facing a lack of space, waiting lists for classes and increased demand for special equipment.

The library has established ties with the Skills Center, which should be continued and strengthened. Reference staff has introduced library services and resources to students at the Skills Centers utilizing a slide presentation and distributing registration forms for library cards. Classes from the Skills Center have also visited the library, particularly to learn about vocational and employment resources, now dispersed between the Reference and Business-Technology Sections.

The faculty and staff of most educational institutions tend to use the Pasadena Public Library for personal reasons rather than for educational research or studies in their fields. The use that students from the specialized colleges make of the library varies with the school, since college and trade schools either have their own curricula-related libraries or provide materials for their students. In particular, students from the Art Center College of Design and the American Academy of Dramatic Arts make use of the book collections and art, business and general reference services at the Central Library. Also, students who live in the Pasadena area but attend colleges outside Pasadena utilize the resources at Central, particularly on weekends.

Students from Pasadena City College are frequent users of the library for class assignments. It can be anticipated the changes in the community college will impact the library. A study* of PCC enrollment patterns from 1977 to 1981 shows that in general terms "there are more older, part-time evening students, the majority of whom are women." The average age of PCC students is 30 years. Non-citizen enrollment has doubled from 7.78% in 1977 to 14.11% in 1981, including refugees and immigrants lacking basic and English language skills. Asian and Hispanic students have increased, whereas Caucasian and Black students have decreased.

The role of Pasadena City College has been undergoing a change over the years. Initially its major function was to prepare students for transfer to a four-year college. Today, however, reflecting a tight job market, students are instead choosing a vocational program. Whereas 30-35% of students indicate they intend to transfer to a four-year college, it is estimated that only 8% actually do. Furthermore, there has been a significant decline in the basic skills of students, particularly English language skills or reading and writing. This correlates with a low level of library literacy on the part of the student body and the need for instruction in the most fundamental skills.

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*Kirk, Henry and Peter Lau. "Student Characteristics and Enrollment Patterns 1977-1981". Pasadena City College. Student Personnel Services, February 8, 1982.

Presently, Pasadena City College, confronting a budget deficit, is faced with difficult decisions on where to make cuts in their program. A study prepared by CARVELL Education Management Planning, Inc.*, evaluating the PCC credit program recommended that "the highest priority should be given to the renovation and expansion of the library and learning resource center." However, during the past year the PCC library has withstood significant reductions in materials, supplies and staff, resulting in a one-third cut in book budget, discontinuation of 50 periodical subscriptions, microfilm reductions and a cutback in evening hours to 8:00 p.m. Further cuts are anticipated. As a result, the Pasadena Public Library can expect even more usage by PCC students.

Of the respondents to the Pasadena Citizens's Survey, 34.1% indicated that they use the library for information or materials for school, the second highest category of overall library usage. Recognizing that students are and will continue to be a significant portion of its clientele, the library can take several measures to promote and enhance usage of its resources. Expanding and consolidating job and career materials into an Employment and Career Information Center has already been mentioned. Information on colleges and vocational schools - catalogs, directories, adult education courses - should be included in this collection, as well as information on specific careers, techniques on how to get a job, writing resumes and job opportunities.

The library should increase its foreign language and English skills materials, particularly Spanish, in view of the significant increase in limited Englishproficient students at all school levels. It should promote and facilitate a literacy and ESL program in the community in cooperation with schools and volunteer groups. The exchange of resources and information between the Pasadena Public Library and school and college libraries should be improved through increased cooperation (see next section on Information Resources). Finally, acknowledging that many students and library users lack basic library skills, the library should develop written and audio-visual guides to usage of the library that will enhance self-service and promote ease of use. Aides to educate the public regarding the role and operation of the library should be created. These aides should address location of materials, usage of specific resources, special collections and their use, and usage of the card/online catalogs.

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*CARVELL Education Management Planning, Inc. Summary Report: A Comprehensive Review of Credit Institutional Programs Offered by Pasadena City College, 1981- 82, Vol I, May 1982, Pg. 16.

INFORMATION RESOURCES

Although the Pasadena Public Library holds a unique position as the only community-wide public institution providing information on all topics, there are a number of other organizations and institutions in the community which provide information. The other major information institutions are either academic libraries, such as those at Caltech/JPL, PCC, Ambassador College, Art Center College of Design, Fuller Theological Seminary and Pacific Oaks, or special libraries such as those at the Huntington Hospital, Gamble House, the Pasadena Historical Society and the Pasadena Genealogical Mormon Center and the many corporate libraries, including those at Avery, Xerox, Jacobs Engineering, Burroughs, Bell and Howell, Parsons, and Tetra Tech.

The primary purpose of most of these libraries is to provide resources and service that directly support the users of the institution. The last fifteen years have seen growth in interlibrary cooperation. No single institution has either the funds, space or clairvoyance to provide all the materials needed by its users. Networking and interlibrary loan arrangements between libraries make the resources of each widely available - if not directly to the user, then from library to library. Libraries also communicate with one another informally in the area of reference with requests to search specialized (or general) collections for information on specific topics. However, more formal and systematic cooperation would have the potential to improve service collectively for the users of all information institutions.

Pasadena is fortunate to be the home of a number of fine academic institutions, including Caltech, one of the foremost science and technology colleges in the country; Pasadena City College, a two-year community college with an enrollment of approximately 20,000; as well as a number of smaller schools, including Pacific Oaks, Art Center College of Design, Ambassador College and Fuller Theological Seminary. All of these schools have libraries which are stocked with books and materials selected to meet the curriculum needs of their students and faculty. Many of these institutions, designed to serve undergraduates, have balanced and comprehensive collections. However, a number of librarians interviewed stated that they frequently refer their users to the public library when they are unable to locate desired information within their own collections. Cooperation between the public library and the academic libraries, which is relatively unexplored, could take the form of agreements to lend material to other institutions, agreements to purchase material cooperatively and preparation of joint lists indicating the location of specialized material.

The collections of the corporate libraries are more specialized and narrow in scope than those at the academic libraries, since they were established and are maintained for use primarily by company employees in the course of their work. Most corporate libraries contain confidential or proprietary information in addition to small collections of books and periodicals which relate directly to their area of expertise. These libraries rely on either the resources of their corporate headquarters libraries or on the collections of large academic libraries for further scientific or technical information.

They rely on the Pasadena Public Library, however, for material in other fields such as business management, marketing research and related topics. Many corporate librarians are frequent users of Pasadena Public Library, particularly the business-technology and reference sections and, because they are familiar with the resources available, frequently refer others in their organization to the public library. Although some of the corporate libraries participate in the statewide periodicals union list and the statewide union list of standards and specifications, many of the librarians expressed a need to know more about material that is available locally, particularly in the areas of business directories, government documents, online database searching capabilities, patents, legal materials and newspapers.

In addition to the corporate libraries there are a number of libraries in Pasadena which generally contain resources of a highly specialized nature. Career and employment information can be found at Women at Work's Job and Career Resource Center, medical and health information at the Huntington Hospital Health Sciences Information Center and St. Luke's Medical Library, genealogy information at the Pasadena Genealogical Mormon Library, local history and architectural information at the Gamble House Library and the Pasadena Historical Society Library, and legal information at the Pasadena branch of the Los Angeles County Law Library.

Collectively, the academic and special libraries in Pasadena share a common problem...their collections are specialized and they, like most libraries, feel the need to work with other organizations with a similar purpose in order to successfully achieve their goal of serving their users. Pasadena Public Library can provide better service to individuals in the community and help these diverse types of libraries assist their users by assuming a leadership role in instituting cooperative endeavors which would encourage all libraries in the area to work together to improve the quality of service provided by each institution and by reducing the cost of providing service to all institutions. The interviews with these libraries and information centers were a first attempt to foster closer interaction among these institutions. The results of these interviews clearly indicate the need to establish a Pasadena Area Library Consortium of special, academic and public libraries aimed at identifying and developing collection strengths, sharing subject expertise and specialized skills, and at promoting the rapid delivery of materials and resources and an exchange of information and ideas. This would formalize the loosely structured contacts which presently exist and would enable each member organization to better assist their users.

Representatives of the organizations interviewed stated that they frequently refer their users to the public library or to other libraries in the community for information needs which they cannot meet. Yet most were not always familiar with the material available elsewhere, nor were they certain about its availability to the general public. Some libraries are open only to their designated users, but will make data available to the public library. Others are open to the public for limited hours or by appointment only. Some are open to the public, but material may not be borrowed. In order to make referrals, all groups need to be familiar with the material that is available and the conditions under which it is available. One of the useful tasks this consortium could accomplish would be to take an in-depth look at the collections maintained by each body and to collect and disseminate policies and procedures concerning their use by the general public.

Closer cooperation, through this consortium, in the area of acquisitions would enable these institutions to avoid the costly duplication of holdings of other local libraries, particularly in the areas of directories, government documents, periodicals, newspapers and other expensive items. Three additional benefits of closer cooperation in the purchase of materials are 1) these libraries could draw upon the subject expertise of other libraries and thereby make better selections, 2) it would help solve a common problem shared by many of those interviewed, i.e., lack of space for new materials and 3) it would provide a way for each library to publicize its current sources as well as new sources as they are added.

An additional frequently mentioned problem is that many of these libraries, particularly the special libraries, are staffed by only one person. Although many of these librarians make use of other libraries in the area, including the public library many feel somewhat isolated and find it difficult to keep current on available materials and services and other mutual concerns. The consortium would provide an opportunity for the staff to interact with similar staff and to benefit from sharing ideas on topics and common problems such as the maintenance and use of special collections, files and indexes; the use and practical applications of automation; the preservation of materials; and search strategies for complex questions.

One of the more successful methods of finding out what materials are available elsewhere would be for the participants in the consortium to provide tours of their facilities to the other participants. Each library would benefit from increased publicity for their collections and services. For example, by offering tours of the public library to the corporate librarians with special attention to business sources and in-house files, the public library can publicize its services and materials to a group of librarians who are in daily contact with many people who would avail themselves of the collections and materials.

Some of these libraries, as well as other organizations, may be collecting information and materials on the same subject. For example, there are at least five different organizations collecting, preserving and making available information relating to Pasadena history. Since many local history questions are received at the library, the library should work with other groups to establish a Pasadena Historical Collections Council. This Council would be involved in inventorying, evaluating, preserving and organizing local history collections with the object of designating areas of specialty, eliminating duplication, and improving access for the user. The Council would devise creative methods for sharing information, encourage joint efforts and thereby eliminate unnecessary duplication of efforts and resources. This would help the users of this material make more effective use of all of the available resources related to local history.

COMMUNICATIONS

In a metropolitan area with a large population the communications media cover a large geographical area which is not confined to any one city. Pasadena, situated in the larger Los Angeles metropolitan area, has the advantage of the communications media of Los Angeles and its surrounding cities as well as its own excellent communications media.

Pasadena receives television on three national hookups: KNXT (CBS) Channel 2, KNBC (NBC) Channel 4, and KABC (ABC) Channel 7, as well as four major independent stations, KTLA Channel 5, KHJ Channel 9, KTTV Channel 11, KCOP Channel 13 and KCET Channel 28, a PBS station. Eight other TV channels can be seen in most areas of Pasadena: KSCI Channel 18, KWHY Channel 22, KHOF Channel 30, KMEX Channel 34, KTBN Channel 40, KBSC Channel 52 and KLCS Channel 58 are independent stations and KOCE Channel 50 is a PBS station. The three national channels cover the national scene, with little local coverage. The independent major stations generally carry the local coverage. Excellent PBS coverage can be seen on KCET.

The other stations received in Pasadena are less general in format. Channel 18 and Channel 22 broadcast ethnic programs in English, Asian and European languages. Channels 30 and 40 present primarily religious programs. Channel 34 reaches the Mexican-American community, Channel 50 is a Coast Community College PBS station, Channel 52 is partially paid TV and partially general programming, and Channel 58 operates from the Los Angeles Unified School District. While these stations are not in Pasadena, the city is well-served by the available TV broadcasting services.

Pasadena at present has two Cable TV stations. Falcon Cable TV and Kinneloa Cable TV serve a small group of Pasadena residents. Pasadenans now have access to the following Cable services in the Los Angeles area - ARTS (cultural programming); ESPN (sports); HBO (movies, specials, sports); SHOWTIME (movies, specials); MOVIE CHANNEL (movies); ON (movies, specials, sports); SELECTV (movies, specials, sports); SPOTLIGHT (movies, entertainment); USA (sports, information); and Z (movies).

There are more than 40 radio stations in Los Angeles plus others in surrounding cities. The five radio stations in Pasadena are also heard throughout the area. These stations range from hard rock and album-oriented stations to middle-of-the-road, jazz and classical music. Some stations are strictly religious in format, one broadcasts only news. Other stations reach the various ethnic and minority groups with music, news and public affairs programming.

Of the five stations in Pasadena, KWKW reaches the Mexican-American community with Ranchero music, consumer information and public service announcements. KROQ broadcasts progressive rock for the under-30 age group. KRLA specializes in top 40 and oldies with news, public affairs and public service announcements. KPPC reaches the various ethnic groups with some inspirational programs and KPCC, operating from Pasadena City College offers middle-of-theroad music plus news, public and special affairs and governmental hearings.

Pasadena is served by one local daily newspaper, the Pasadena Star-News. The circulation of the Star-News is approximately 75,000, 40% (30,000) of which is in Pasadena. Two major Los Angeles newspapers, the Los Angeles Times and the Herald-Examiner, are widely read in Pasadena and give broader and more in-depth news coverage. The San Gabriel Valley news section of the Los Angeles Times includes information about Pasadena. Circulation figures for Pasadena are:

Los Angeles Times	- Daily:	16,712	Sunday:	19,524
Herald-Examiner	- Daily:	3,148	Sunday:	3,381

Pasadena is also served by ethnic newspapers, e.g., La Opinion (Mexican-American), the Los Angeles Sentinel and Pasadena Gazette (Black), and the Armenian Observer. The Altadenan/Pasadenan Chronicle is a weekly newspaper reporting neighborhood news and community civic and cultural affairs. Circulation is 10,000 - 40% in Pasadena. The Pasadena Gazette is the only newspaper found in Pasadena that specifically addresses itself to Blacks, yet it also shows a vital interest in all of the community and its social changes and trends.

Pasadena College newspapers include California Tech, which serves the Caltech student body, Cal Tech News, which serves the Caltech alumni and faculty; PCC Courier, the Ambassador College Portfolio; and At Art Center, published by the Art Center College of Design. The basic purpose of all of the college newspapers is to inform the students, faculty and alumni of campus activities and achievements. The PCC Courier is more concerned with community affairs in Pasadena than the other publications. The Ambassador College Portfolio reports no Pasadena news, but does report major world events and their effect on Ambassador's students. At Art Center is highly specialized and addresses itself to students, alumni, and those in the community interested in design.

The Lens, published in Pasadena, features news on entertainment in the Los Angeles area and on restaurants in the San Gabriel Valley. In-Focus is a monthly newsletter on municipal news which is included with the municipal service bills sent out to all Pasadena residents. In addition, the City's Recreation Department issues a quarterly newsletter which lists all of their activities as well as some library activities.

In November, 1981, the Pasadena Public Library and the Friends of the Library initiated a monthly newsletter, In-the-Know. The newsletter is designed to inform Pasadenans of the activities and resources of the library and the Friends. It is mailed to all members of the Friends, all of the community groups interviewed for the community analysis project and to a number of other groups and individuals in the community. In-the-Know may be picked up at all library public service desks as well as other locations in the community.

In its first year of existence In-the-Know has been highly successful. The graphics and articles have been praised by many in the community. More importantly, 22.7% of those surveyed in the library User's Survey reported that they find out about current library activities and services through this newsletter. By way of comparison, only slightly more people, 23.1% of the respondents, found out about library services and events through the local newspapers. Thirty-five percent of the respondents found out about library activities from library flyers and 31.8% by word-of-mouth. It is important to note that these findings are from a survey of library users rather than the general public.

Although not specifically queried about library publicity, responses to the Pasadena Citizen's Survey indicate that the most frequently mentioned printed sources where citizens get most of their news about Pasadena are the following:

Pasadena Star-News	41.0%
Los Angeles Times	9.6%
Newspapers, unspecified	21.0%
In Focus	5.9%
Neighborhood newsletters	3.1%

During the community analysis interviews the most frequently mentioned suggestion for improving the library was to increase awareness of existing programs and services. Clearly, the print media are an important means of reaching a large number of potential library users. The library should continue to try to get announcements and coverage for library events in the local paper. However, because only 54.3% of the households surveyed in the market research survey subscribe to the local newspaper, the library must seek additional channels to publicize library services and activities. Many of the hundreds of groups, agencies and organizations in Pasadena provide their members with newsletters or other publications. Many of these groups offered to help publicize library activities and they are all sent a monthly copy of In-The-Know. The library should expand the mailing list and increase the distribution points for In-The-Know.

The library should continue to publicize its activities in In Focus, which is regularly read in 34% of the households responding to the market research survey. Neighborhood newsletters should be used to publicize library, particularly branch library, activities, since they are regularly read in more than 15% of the households surveyed. And because 35% of those surveyed in the User's Survey learn about library activities through library flyers, the library should continue to develop and distribute attractive and informative flyers, booklists and brochures.

By working cooperatively with community organizations in planning programs, the library can more effectively publicize its activities through the publicity channels regularly used by these groups. For example, the success of the recent series on Pasadena architecture was due in large part to the co-sponsorship of several groups and the publicity provided in the newsletters of organizations such as the Gamble House and Pasadena Heritage.

In addition to better informing the public of the library's programs and capabilities through existing communications channels, there are new opportunities in the area of telecommunications which will enable the library to offer new services and to reach a broader segment of the population. The city will shortly authorize a cable communications franchise for coverage of the major portion of the city. More than 50% of the respondents in the market research survey indicate that they are "very likely" or "may be likely" to subscribe to cable service when it becomes available. The city is requiring universal hookup and two-way interactive capability. This will provide the library with an opportunity to develop a program of home delivery of information. Information services that may be offered via cable include access to the bibliographic holdings of the library, information and referral to local social service agencies, a community calendar of events, a directory of community clubs and organizations, educational opportunities in the community, and transportation information. Many of these services will be used by those who frequently do not use traditional library services - limited or non-English-speaking residents, the physically handicapped, low income persons and senior citizens.

Because there is no single communications channel that is read, viewed or heard by most people in the community, the library will have to develop and maintain as many contacts as possible in order to ensure a wide dissemination of information. Library information booths will be set up to publicize services at major community events such as the Pasadena Arts Council festival and the Pasadena Job Fair, and at local meetings and conventions. In addition, programs to educate the public about the role and operation of the library will be created and will be both presented to community groups and held in the library.

CHILDREN'S SERVICES

Both nationally and locally, the changes in demographics and life styles have had a great impact on the demands for child care. The increase in the number of working mothers and in the number of single-family households has been particularly significant, resulting in a critical shortage of day-care centers in the community. The charts below show the changes that have occured in Pasadena over the past decade.

WOMEN 16 YEARS AND OVER

	1970		1980	
	Total	% In Labor Force	Total	% In Labor Force
Women with children under 6 years	6,181		6,473	
- in labor force	2,184	35.3%	3,323	51.3%
Women with children 6 to 17 years	6,588		6,491	
- in labor force	3,532	53.6%	4,219	65.0%

Source: U. S. Census Bureau

HOUSEHOLD TYPE AND RELATIONSHIP
(Number of persons under 18 years)

	1970		1980	
	Number of Persons	Percent	Number of Persons	Percent
In married couple family	21,440	73.74%	16,966	62.4%
Child - other family (male or female householder, no spouse present)	6,358	21.87%	7,095	26.1%

Source: U. S. Census Bureau

A recent survey (December 1982) of child care facilities conducted by the Child Care Information Service shows that Pasadena has:

- 37 centers with all-day care for children 2 1/2 to 5 years of age (includes preschools offering six hours or more)
- 8 preschools with morning only programs
- 6 centers with after-school care (includes the PUSD, the Y's, Boys' and Girls' Clubs)
- 4 centers which provide for care of special children
- 2 centers for infant and toddler care (Huntington Hospital, for children of employees, and the Jet Propulsion Laboratory).

There is agreement among those involved in child care that the number of existing daycare centers is inadequate to meet the need for quality child care - a need that is shared by parents from low to upper income levels and encompasses children from infancy through junior high school. Particularly, there is insufficient daycare for infants and toddlers, and few after-school programs for school age children, especially those whose parents cannot afford child care or special activities such as those offered by the Y's. Business and government are being urged by Creative Partnerships (affiliated with the Child Care Information Service) to take an active role in providing child care for the children of their employees. Thus far, twenty-five businesses have expressed an interest in such a program, but are not yet ready to move ahead.

Following the national trend of an aging population, Pasadena has seen a decline in the proportion of children in the city population, a factor to be considered by libraries and other agencies involved in planning children's services.

	1970		1980		
Age Group	Total Children	% of City Population	Total Children	% Increase/ Decrease	% of City Population
All	28,981	25.6%	27,401		23.1%
0-4 years	7,857	6.9%	7,999	+ 1.8%	6.7%
5-13 years	14,544	12.8%	12,869	-11.5%	10.9%
14-17 years	6,580	5.8%	6,533	-0.71%	5.5%

Source: U. S. Census Bureau

In 1980, 23.1% of the city's population was under 18 years. The composition of that population is and will be affected by changing birthrates. Agencies and schools dealing with children point to the burgeoning Hispanic population in Pasadena in recent years. In the 1980 census, 31.48% of children under five years and 27.43% of children five to 17 years were of Spanish origin.

According to National Center for Health Statistics, the national rate of births per 1,000 population is 14.9 for Whites and 22.1 for Blacks. A 1979 study of 60% of the Hispanic population (from 19 states) showed a birthrate of 25.5 for Hispanic mothers. From this, it can be projected that the proportion of Hispanic children in the city's population will continue to grow at a faster rate than White or Black children. Consequently, there will continue to be increased demands for bilingual teachers and staff for young children, as well as for parent education programs to help acclimatize Spanish-speaking parents to the community. The library should, therefore, plan to provide increased Spanish-language and English-skills books and resources for children and their parents, as well as present bilingual story hours.

Another segment of the young population with special needs for service are children with learning disabilities. One educator interviewed for the Community Analysis project estimated that one child in seven falls into this category. In the Pasadena Unified School District, approximately 8% of all students need some form of special education, with 2% of those in full-day placement. In addition, there are several schools and agencies in the community which specialize in teaching and counseling children with physical, emotional and/or learning disabilities. Some special education classes presently make visits to the library. Interviews with the schools indicate that more visits could be arranged, perhaps at nearby branch libraries, where children could be offered booktalks, stories, films and library instruction, in a preferred small library environment.

The Pasadena Public Library should continue to adapt its children's program, considered a strength of the community, to the changing needs of children and their parents. While it lacks the staff and facilities to provide an afterschool child-care service (although staff by default finds itself placed in the position of babysitting), it can help address the problem by providing an active after-school program with a wide range of activities for children, as it has during this past year. The Dungeons and Dragons Club and after-school crafts have been popular programs. Other clubs and programs have been added so that at the present time there is a special children's after school activity or program almost everyday. As a way to implement this without increasing staff, it is suggested that the library work with youth and recreational organizations to recruit teenage and adult volunteers to help plan and supervise the after-school activities.

Many children who once would have attended preschool story hours at the library are now in child-care centers. Those close to the Central Library and branches do walk over in groups for story-telling, films and book browsing. For other schools, however, it is more convenient to take library services to them. It is therefore recommended that the library staff recruit and train a volunteer core of storytellers who would develop specialties (stories in the Spanish language, tall tales, fairy tales, stories by a particular author, etc.). These storytellers would be available for outreach storytelling at preschools, daycare centers, recreation centers and wherever they are needed.

Branch and children's staff should continually assess the preschools, daycare centers, recreation centers and schools in their service areas, renewing contacts and informing teachers and directors of library services workshops, and programs. There are several large organizations in the community which furnish and/or coordinate childcare services: the Child Care Information Service, the Child Care Consortium (representatives from 250 child-care organizations), Headstart (serves 400 children at seven centers), and the Pasadena Unified School District Child Care Program (extended day to 550 children, and preschool for 250 children). By working closely with these organizations, and publicizing activities in their newsletters, the children's section can reach a large number of children, parents and child-care staff.

Many organizations and schools have articulated the need in the community for increased parent education programs. Library staff has prepared lists of recommended books for children. Staff could also prepare lists of books on parenting and education. Many schools, child-care and parent organizations indicated they would be pleased to publish booklists in their newsletters. The library can organize workshops and programs on parent education as well as present talks to parent groups on children's literature and on encouraging children to read. Promoting books for children and parents is an area where the library can provide a unique and needed service in the community.

GROUPS, AGENCIES AND ORGANIZATIONS

The groups, agencies and organizations in a community provide an insight into its structure, interests, concerns. They reveal how residents spend their leisure time, what associations they make, which issues are prominent, which services exist, and they provide a single focal point through which many people can be reached. Pasadena can be characterized as a community with a high level of citizen involvement, evidenced by its many religious, social, hobby, recreation, civic, service and neighborhood organizations.

The several types of groups, agencies and organizations, which will be discussed in the following pages, share some information needs in common that can be addressed by the library. Groups need to publicize their services and events, and many organizations suggested that the library devote more bulletin board and exhibit space for displaying and distributing announcements, brochures and flyers. The library should also plan exhibits which feature the achievements and activities of community organizations.

In addition, the library can facilitate exchange of information in the community by acting as a clearinghouse for information about groups and events. It should systematically collect newsletters, pamphlets and brochures issued by organizations, making them available as part of reference services for information and referral. Continuing to compile an up-to-date directory of organizations and agencies (see section on Social Service Agencies) would be an essential component of a community information service.

Presently, although the Pasadena Arts Council publishes a monthly calendar of art and cultural events, there is not a comprehensive community calendar that covers activities of all the groups and organizations in the community. The library is asked for "what's going on?" type of information, yet it does not always have the resources to answer the questions. Developing and maintaining a commmunity calendar of events online (where it can more easily be updated) would fill a gap in information services and assist groups and organizations in a more coordinated approach to planning programs.

The usage of library facilities at branches and at Central is of interest to groups in the community. The library should publicize and promote the availability and usage of its meeting rooms, and its new meeting room policy, which makes those facilities "available on equal terms to all persons, regardless of their beliefs or affiliations. However, the meeting rooms may not be used for partisan campaign activity or the conduct of religious services."

Individuals who belong to and work for groups, agencies and organizations tend to be interested in many issues facing the community as well as their own special interests. The library could offer workshops that meet specific needs for information, such as the resources for locating and applying for grants, as well as provide a continuing series of cultural, educational and civic programs or forums which address issues that are of concern to many people and groups in the community. Groups, agencies and organizations should be involved in co-sponsoring these public programs. Many of them are specialized and can contribute their expertise, suggest speakers and help publicize the event.

SOCIAL AND SERVICE GROUPS

Because of the diversity of the population in Pasadena, a large number of social groups and service organizations exist to meet the needs of individuals in the community. Some of these groups are purely social and provide an opportunity for members to meet with others with whom they share a common interest. These groups frequently provide educational opportunities for their members through lectures or demonstrations. Other groups provide a service either to the community at large or to certain groups or segments within the community.

Most of the social groups and service organizations in the community can be grouped according to their primary purpose, as follows: volunteer, ethnic, hobby, professional, fraternal and women's groups. Volunteer groups provide help on two levels: They provide an opportunity for volunteers to perform useful activities and they provide assistance and services to the groups in which they place volunteers. The many ethnic organizations promote the advancement of minority people in the community through social or political means. The hobby groups bring people together who share a common interest and often sponsor programs which promote this interest in the community. Similarly, the professional organizations bring together people who share the same professional or occupational concerns and provide an arena for these individuals to hear presentations on topics of interest. All of the fraternal organizations and many of the women's organizations, in addition to furthering their own varied interests and providing social activities for their members, sponsor a particular community service program. These charitable organizations are actively engaged in raising funds which they then contribute to a variety of non-profit organizations.

Many of these groups, despite the diversity of their purposes, share common problems and concerns. For example, many have similar goals or activities, yet they seem uninformed of each other. The library could serve as a place for groups to get together and gain knowledge of each other's organizations, concerns and activities, as well as act as a clearinghouse for information about these groups. By maintaining an up-to-date file of organizations and by providing space for groups to publicize their achievements through bulletin boards and exhibits, the library would be assisting them further in a frequently mentioned area of concern: due to low visibility and lack of media coverage of their organization, many of these groups are faced with a diminishing membership and have difficulty recruiting new members.

Social clubs and service groups are frequently in need of speakers for their programs and have contacted the library for suggestions. It would be helpful to them, and to the community at large, if the library developed and maintained an up-to-date file of speakers and experts in the community. The library should also promote its own availability to give book talks and library resource presentations at group programs.

Conversely, the social clubs and service groups are often sources for expertise in the community. Through contacting groups, the library can identify specialists and experts in the community who would be available to speak at library programs. Experts and specialists could also give considerable assistance to the library by offering to evaluate special subject areas of the book collection which are in need of weeding and updating.

RECREATION

Pasadena is recognized as being a very recreation-minded city, with an abundance of recreational, hobby and special interest groups to support the needs of its diverse population. The city administers 22 parks, three major recreation centers and the Rose Bowl, which features a wide variety of entertainment such as the legendary Rose Bowl and Super Bowl football games (and now including UCLA as its resident football team), monthly swap meets, musical concerts and July 4th fireworks shows. The Arroyo Seco offers residents a large and beautiful natural area for hiking, horseback riding and observing flora and fauna. Concern about increasing encroachment of condominiums along the Arroyo's slopes and increased usage of the Rose Bowl has led to citizen pressure for a city ordinance to regulate the use of public lands in the Arroyo Seco, which was adopted in April, 1982.

Recreational needs of the people of Pasadena are served by two major types of organizations: 1) the individual sports, hobby and special interest groups, and 2) the large recreational organizations. Often drawing members from other cities, the interests of groups in the first category are specific and limited to the purpose of the organization. Included in this category are profit-oriented athletic organizations, such as Nautilus Training Centers, school sports, and commercial entertainment such as spectator sports. The large recreational organizations, both multi-purpose recreation centers and youth organizations, serve the wide-ranging recreational needs of the city as well as health and welfare concerns on both a structured and drop-in basis.

The City of Pasadena operates three recreation facilities, Jackie Robinson Center, Villa Parke, and Victory Park. These facilities offer sports programs, such as basketball and rollerskating; dance, physical fitness and exercise classes; gymnasium and weightlifting activities; and arts and crafts classes. In addition, the centers offer English as a Second Language and Alcoholic Prevention classes; senior citizen, child care and legal services programs and a very successful open-air Farmer's Market.

Another major source of recreation in Pasadena is a comprehensive Y program. In addition to its fitness program, the YWCA focuses on social services such as day care, career counseling and minority and women's issues. In contrast, the YMCA focuses on recreation and sports. The YMCA has recently begun to emphasize an international students' program by coordinating an English as a Second Langage program with PCC and housing 100 international students. Along with the Recreation Department, both Y programs feel more is needed to reach the teenage population. It was pointed out that many teens may need to work out of economic necessity, and therefore do not attend the recreational programs. Due to this fact, some groups contacted recommended that the library expand and improve its career and vocation services.

Of the city's youth organizations, the Boy and Girl Scout troops are more prevalent among the middle and upper class youth in the eastern and southern sections of the city. They are aware that they have trouble making inroads in the minority communities in the northern and western sections of the city . . . precisely the locations where Boys' Club and Girls' Club have been successful. The services and methods of outreach used by the Boys' and Girls' Clubs are significant. The clubs' facilities, some of which are located in minority communities, operate on an open-door policy. The Girls' Club has mobile unit facilities which successfully have attracted a number of minority members by setting up in various sections of town. This suggests the advantages of bookmobile service to extend library services to an adult and youth population that tend to avoid large public buildings and to stay close to home.

Several organizations suggested having a bookmobile with material geared to the ethnic and linguistic characteristics of a region go into those areas where there is not wide usage of the library. The library should expand its outreach efforts by exploring the use of and identifying potential locations for mini-branches and mobile service outlets. This would be a way of reaching a larger segment of the population, particularly in the low-income areas where the freeway can be a barrier to library use.

It should be mentioned that the library is also a source of recreation for the community. In addition to its books, which bring enjoyment to many, the library has sponsored many multi-media programs for families. Its active children's program at Central and branches has featured film shows, troubadors, puppeteers, theatre and holiday crafts, with enthusiastic response from both adults and children. Weekly film shows in the afternoon at Central attract seniors to the library. This year several successful programs for adults have been presented, including an author series and an Elizabethan extravaganza. The library should continue to devise recreational, cultural and educational programs for the public, gearing programs to the information needs, interests and age levels of the community.

POLITICAL GROUPS

Of the twenty-seven original San Gabriel Orange Grove colonists, twenty-two were Republicans and five were Democrats. The Republican Club, founded in 1884, is the oldest independent GOP club in the country. In 1886, the Democratic Club was founded. Today, Pasadena has more registered Democrats than Republicans, but still tends to vote Republican.

The political life of Pasadena extends beyond the traditional political parties and political fundraising and action groups. There are several organizations in the community which advocate the rights of minorities, and organizations which address specific issues such as fair rent practices. Other groups monitor city government or support special interests and candidates. The League of Women Voters, which aims at increasing political participation and developing an informed electorate, has an active program with 468 members. Representatives from several groups observed that there was a need for more citizen participation in the political process, and they were particularly anxious to involve youth and minorities in political life and the power structure.

Both the library and political groups conduct research, and possess information of reciprocal value. Elected representatives have information on legislation and will make bills and government documents available to the library and to the public. Some groups publish newsletters and house useful collections of information on specific issues. This year the League of Women Voters and the library have jointly published Decision-Makers, a description of city government and elected and appointed office holders. Resources for the League's discussion topics are being collected and held for review by the library's reference staff. The library has distributed the League's election information publications, makes available voter registration forms and has arranged for registration of voters at the library.

Many representatives of political groups make extensive use of the library's reference services, utilizing government documents, legal resources, periodicals, newspapers and Pasadena clipping files. The library should continue to offer high-level reference services and to promote awareness of these services, which include conducting in-depth research.

The library can provide an important service to political groups and to the entire community by developing its role as the sponsor of public forums and debates on civic issues. By offering programs which stimulate debate and discussion on vital community issues, the library can fulfill its mission "to be an information center for the Pasadena community in order to preserve and encourage the free expression of ideas essential to an informed citizenry." As expressed by a representative of one of the political groups, "The library should be the intellectual underpinning of the community - a center for political, civic, intellectual debate, open to all, including political groups." The library plans to schedule programs to realize this objective.

NEIGHBORHOOD ASSOCIATIONS

Pasadena has seen the growth of neighborhood organizations as a potent grassroots force in the community. Concerned about increasing commercial and condominium development, neighborhood associations have become strong advocates of neighborhood preservation and the maintenance of community stability. They perceive themselves as a counter-balance to developers, with neither group predominant in wielding political power.

The Neighborhood Network, created in the midst of a controversy over a proposed 19-story office complex, is an umbrella organization that coordinates more than 50 neighborhood associations. Linking groups which are diverse and often issue-oriented, the Neighborhood Network strives to shape a consensus that will provide concerted citizen input to city government - taking into account the needs of neighborhoods and the greater Pasadena area as a whole. As evidence of the influence of neighborhood associations, the City Board has recently (December 1982) adopted in principle a Landmark District concept that would permit residents of neighborhoods with historically or architecturally significant homes to form historical preservation districts.

As individual units, neighborhood associations are involved with issues that affect their particular neighborhood, such as traffic, housing, zoning and crime. They sponsor neighborhood programs with speakers (e.g., the Neighborhood Watch crime prevention program) and social get-togethers. Several neighborhood groups issue newsletters.

The use of libraries by neighborhood associations has been minimal, as they do not perceive the library as having information pertinent to their needs. The library should take action to become more relevant to neighborhood groups.

Branch libraries should develop a collection of information relating to their neighborhood. This should include a prominently displayed file of neighborhood newsletters, city budgets and reports regarding the vicinity, and newspaper clippings and other information on issues (such as burglary prevention) affecting that particular neighborhood. Branch librarians should periodically attend neighborhood association meetings to keep up with the concerns and to promote the library. They should also encourage neighborhood associations to utilize the branch library for meetings.

The Central Library reference section should publicize its Pasadena city document collection - which includes the municipal code, ordinances, the General and Urban Design Plans, past and current city reports - and its files of newspaper clippings on Pasadena subjects. It should advise neighborhood associations of its research service, in which reference staff can conduct literature searches, make telephone calls and gather information on specific topics. Central staff should assist branches in gathering and updating information on their neighborhoods, thereby supporting a new role for branches as the information and resource center for their neighborhood associations.

RELIGIOUS GROUPS

While the size and racial/economic composition of the congregations vary, the approximately 150 churches and synagogues - representing many demoninations - in Pasadena demonstrate a significant level of religious activity in the community. According to a representative of a mission organization, Pasadena is the second largest mission center in the country, with approximately twenty organizations. The Ecumenical Council of Pasadena Area Churches and the Interdenominational-Ministerial Alliance are coordinating councils which offer services and provide communication between many churches in Pasadena.

In addition to providing a range of religious, educational and musical programs and activities for their congregations, many of Pasadena's religious organizations are involved with social outreach to the needy. Some are also politically active, addressing global issues such as the arms race and world hunger. Interviews with church representatives revealed an awareness of the changes in the community and a deep concern that existing programs are not adequate. Several churches mentioned the need for increased services (legal assistance, housing, job referrals and English as a Second Language) for the growing Hispanic and refugee population, more programs for seniors, emergency shelter facilities, and affordable housing for seniors and low income groups.

Of the churches which are serving the Hispanic population, the insufficient number of English as a Second Language classes in the community was a major concern. The library could provide a needed service by initiating the development of community-wide literacy and English-skills programs, and by providing the resources to back up the program. Churches would be strong advocates in promoting an English as a Second Language program and in offering on-site classes to their congregations.

Another area in which religious organizations would cooperate is in publicizing library services. Many churches would willingly distribute library brochures describing services and would post information about library programs on their bulletin boards and in their newsletters.

SOCIAL SERVICE AGENCIES

Social service agencies and charitable organizations address the human needs of the community, providing crisis intervention, counseling, health, self-help and social welfare services. Many of their clients are outside the mainstream of community life and traditionally are non-users of library services.

The many agencies in Pasadena provide a wide scope of services. There are agencies specializing in mental health, alcohol and drug rehabilitation, health care, legal aid and consumer counseling. Some agencies serve the needs of specific sectors of the community - Blacks, Hispanics, seniors - while other organizations (including churches) provide survival help to low-income people. Several agencies serve the needs of the physically handicapped and developmentally disabled, emphasizing rehabilitation and living independently in the community. Assistance is available to the victims of rape, incest, child abuse and domestic violence.

Despite the prevalence of agencies, there are needs in the community that are not being met. A particular problem is lack of housing for low income families and lack of emergency shelter for the homeless. Unemployment remains a problem with a growing gulf between the affluent and the poor. Agencies find themselves booked to capacity, with large caseloads and inadequate facilities for urgent care. Cutbacks in health programs have put many acutely ill people on the streets, depriving them of needed help. Social service agencies are being severely impacted by reductions in government funding and are now seeking to raise money in the community and the private sector.

Other than for personal use, social service agency personnel have not made extensive use of the public library, since most have their own small professional libraries, as well as access to specialized libraries (law, medical, social welfare). Their clients, primarily preoccupied with survival, do not widely use the library. However, there are ways in which the Pasadena Public Library can provide increased assistance to agencies, thereby indirectly serving their clients as well. The library's resources and directories on foundations and grants, useful to fundraising endeavors, should be promoted through compiling and distributing a booklist, and through offering a library program on the subject. The library should collect, distribute and display agencys' brochures, thus publicizing their services.

The greatest service the library could provide to social service agencies would be to create a computerized community resource databank, consisting of a current directory of local organizations and agencies. Agencies spend a great deal of time and money trying to keep up-to-date listings of organizations. They have found the library's Directory of Community Organizations, to be of value, although it is now out-of-date. At present, there is not a comprehensive directory of Pasadena community organizations and agencies, with descriptive information regarding services. It was suggested by one agency that the library should take the lead in compiling such a directory.

The use of a computer would be the most efficient and cost-effective method of compiling a community organizations directory, since information about agencies (contact people, hours of operation, fees, telephone number and address) changes frequently and requires continual updating. Another advantage of having the directory online would be the ability to draw up lists by keyword or subject (i.e., all agencies with 24-hour crisis service) and distribute them to the user, thereby creating specialized mini-directories. An online community resource directory in the library would improve reference services by providing reference staff with needed information for referring patrons to services in the community, and for locating specialists and resources in the community. By creating an online community resource databank, the library would act as a clearinghouse for disseminating information about the community, enlarging its role as information provider and responding to a vital need for updated community information.

HISTORY OF THE PASADENA PUBLIC LIBRARY SYSTEM

When Pasadena was a sparsely populated community of approximately 1,200 residents, consisting mainly of small ranches and a few business buildings on Colorado Boulevard near Fair Oaks, Mr. Abbot Kinney suggested starting a public library. The closest library to Mr. Kinney's Kinneloa Ranch was fifteen miles away in Los Angeles - quite a distance to travel in a horse and buggy.

Abbot Kinney was born in 1850 and lived in New Jersey until his poor health forced him to look for a more healthful climate. After traveling around the world, on his second trip to California in 1880 he decided to settle in this area and purchased several hundred acres of land which he called Kinneloa.

Abbot Kinney is remembered today by some as an "eccentric thinker" and by others as a great man for his work in the areas of forestry and conservation, his fight against corruption in public affairs and his patronage of the arts. There is little disagreement, however, about his instrumental role in founding free public library systems in Pasadena, Santa Monica and Venice (where he was the major developer). For it was through his efforts that the Pasadena Library and Village Improvement Society was incorporated on December 26, 1882.

By the late 1870's many communities in California had "social libraries", privately funded through subscriptions, fees and donations, which were the direct predecessors of the later free municipal libraries. Through the Society, Mr. Kinney and several friends stirred up interest in a library, sold shares and memberships, solicited donations, and erected a $2,300 building on the Central School grounds just west of the Santa Fe tracks near Raymond on Colorado, which opened on February 26, 1884. Most of the collection of 329 volumes was donated by the citizens. Mrs. Sarah E. Merritt was placed in charge and a subscription fee of $.25 per month was established. The first novel entered on the records of the library was Dickens' *Pickwick Papers* and the second entry was the first book of non-fiction, *the Works of William Shakespeare*. The collection was comprised mainly of classics, several government documents and many treatises on the evils of tobacco and liquor. Due to the book selection policy, as Mrs. Merritt announced in the newspaper, "Ouida's passionate French immorality is never found on these shelves. And you must needs look long to find any of Mrs. Holmes' sensational gush, or Mrs. Southworth's."

Because the subscription fee did not raise sufficient money to purchase new books, many ideas for fund-raising were suggested. Based on the success of a Citrus Fair which was run by the residents of Pasadena in March, 1880, the supporters of the library held a second Citrus Fair, in March, 1885, in the Roller Skating Rink which then was located on Fair Oaks, near Dayton. A variety of fruits from local growers were exhibited, speeches were given on agriculture topics and the proceeds from the Fair ($531) were turned over to the Library.

Although the development of the Pasadena Library exemplifies a typical pattern in California - a relatively brief period as a private social library, followed by city ownership, the transition in this case was not without difficulties. The Pasadena Library and Village Improvement Society was more ambitious than most. After a temporary move in 1886 to 42 Dayton Street, near Fair Oaks, the Society began to think about acquiring or constructing a much larger building. Several prominent citizens offered free locations for the building, including Charles Legge, who donated a lot on Raymond and Walnut. The condition of his donation was that a $25,000 brick or stone building be built before January 1, 1888.

The offer was accepted and the contract let, but the stone company which had contracted for the exterior work failed. Mr. Legge extended the time, and by February 1889, the local citizens had put up $36,000, but the Society was still several thousand dollars in debt. The sheriff made an official visit, seized the property, and posted a notice on the building that it was to be sold at public sale to the highest bidder. Fortunately, there did not seem to be many speculators looking for unfinished libraries, and Mr. Legge was able to purchase the library to protect himself and the Society for $1,050, the amount of the attachments, on May 11, 1889. Since the Society found its resources inadequate to complete the project, a proposal to have the City, which had incorporated in 1886, take over the Society's library as a free public institution was suggested. On January 14, 1890, the City voted a bond issue of $8,500 and Mr. Legge turned over the property. The first Pasadena Public Library building was completed, and the doors opened on Admission Day, September 9, 1890, after a stormy two years of financial failure, court judgments and deliquent taxes.

The Pasadena Star, voicing the City's pride and pleasure in the "commodious and beautiful" building, said of it: "Upon entering from Raymond Avenue the main, or gentlemen's reading room in the center of the building is first reached, a well-lighted apartment 25 feet by 30 feet in size, divided from the other rooms by partitions of ground glass about 8 feet high. In the west wing is the ladies' reading room with windows looking pleasantly on Raymond Avenue. The room to be used for books of reference is a cosy one 15 feet by 18 feet in size". The most popular books in 1890 were Arthur Conan Doyle's The Sign of the Four, Rudyard Kipling's Plain Tales From the Hills and Anna Sewell's Black Beauty.

The children of Pasadena acquired their own library at a comparatively early date, in view of the history of children's libraries elsewhere in California and the United States. Children had initially been excluded from library services, but by 1900 many public libraries had lowered the age limit and extended service to younger readers. Even so, Pasadena's age limit of eight was still lower than many other communities which typically had age limits of 12 or 14 years. Pasadena purchased its first children's book, American Family Robinson by D. W. Belisle, in 1884. By 1899 there was a separate children's corner which contained over 1,000 volumes, and when three additional rooms were added to the library in 1900, a separate children's room was established.

Under Nellie Russ, director of the Pasadena Public Library from 1898 to 1919, the library expanded from one to four libraries. Pasadena's population grew - from 4,882 in 1890 to 9,117 in 1900 and then tripled in the next decade to 30,291 by 1910. By 1917 Pasadena was one of only eight cities in California with three or more branches, adding the North Branch (now La Pintoresca) in 1908, the East Pasadena Branch (now Hill Avenue) in 1910 and the Northeast Deposit Station (now Santa Catalina) in 1913.

In addition to extending locations and broadening service to children, Pasadena was a leader in instituting policies aimed at improving and expanding service and making the library more appealing to more people. Because of the large number of tourists in Southern California, most cities imposed fees for non-residents wishing borrowing privileges. Pasadena in 1910 abolished its dollar fee whenever a local resident would act as guarantor for a visitor. Similarly, lending regulations were also relaxed. Traditionally libraries loaned one book per borrower, but as collections grew many libraries liberalized their policies and allowed the circulation of two books at a time to an individual. Pasadena, in 1908, was one of the first libraries in California to approve a policy of several books to a borrower, as well as longer loan periods in the summer.

Although the present central library building was not completed until 1927, the idea for a new central library facility was launched as early as 1914. At a luncheon of the Women's Civic League on May 3, 1915, Dr. Daniel F. Fox, pastor of the First Congregational Church, A. L. Hamilton, City Commissioner and W. H. Holland, Principal of the Wilson School, urged those present to form a committee to present the need for a new library to the city commission. In 1917 the city commissioners hired Myron Hunt to prepare preliminary floor plans and blueprints for a new library building to be located in Library Park. After a formal presentation of the plans by Myron Hunt to the city commission the plans were made public. In March of 1917 a "postcard vote" was held in order to provide an opportunity for citizens to express their views on the need for a new library as well as on other civic improvements. In addition to the new library building, other civic improvements included on the postcard ballot were a new city hall, convention hall, civic center, completion of Arroyo Seco Park, a municipal railway to Los Angeles, widening Colorado Street and building additional playgrounds. The city commissioners were bound by the results of the postcard vote to set aside all civic improvements except the one that gained the largest number of votes.

The results of the vote showed that a new library building was the second choice of the voters. By a margin of three to two, voters favored the construction of a municipal railway to Los Angeles. All other projects, except those which could be developed without a bond issue, were dropped.

Despite this setback, when the City's third librarian, Jeannette Drake, took office in 1919, a long period of expansion was planned in order to keep up with a growing community. The population of Pasadena in 1920 was approximately 45,000. The first children's librarian, Grace Canright, had been hired in 1911 and by 1916 the children's room had become very crowded. In 1918 the children's section was moved two blocks down the street to the B. O. Kendall Building on the corner of Raymond and Union Streets. This facility was dubbed the 'Annex', and the children made their way to the second floor by elevator. The children's department moved once again, in February 1922, into a California bungalow building adjacent to the main building in Library Park. In 1927 when the present building was completed this bungalow, which was built so that it could easily be moved to serve as a branch library, was moved to 2520 Morningside Street where it served as the Lamanda Park branch library which had opened in the Emerson School in 1922.

Further expansion included the establishment of the Garfield Foreign Branch which opened in 1920 in the Garfield School on West California, where night classes for foreign students were held. Designed to serve foreign-speaking readers, the branch contained over 400 books in English, Italian, Spanish, French and Japanese.

Despite the transfer of the boys' and girls' department to a separate building, the crowded and uncomfortable conditions at the central library did not improve appreciably. Whereas in 1919 the library owned 68,358 books and had an annual circulation of 318,239, by 1926 the collection had grown to 115,878 volumes with an annual circulation of 883,878. In 1923, a bond issue was passed to establish a new civic center in Pasadena to consist of the City Hall, the Central Library and the Civic Auditorium. By May, 1925, the contract for the library was let and from nine competitive designs, the firm of Myron Hunt and H. C. Chambers was chosen as architects. Myron Hunt was also the architect of the Huntington Library and Occidental College. After numerous meetings with Miss Drake, the library director, who had visited several libraries in California as well as other states looking at library arrangements, they completed plans for the building. The building cost approximately $592,000, the cost of the land was $226,576, and approximately $38,000 was spent on furnishings.

When asked questions concerning the style of the building, Myron Hunt replied, "No fixed style has been followed, but the motifs used can best be described as classical. Obviously they are not Greek. A definite robustness has been attempted that might be traced to certain classical buildings of the Roman period. The actual detail itself is more related to the Italian Renaissance than to any other style." (Pasadena Star News, February 11, 1927.) Entrance to the library is through a central patio area which contains a replica of the fountain in the Mirador de Daraxa at the Alhambra, Spain. On either side of the central patio area are two outdoor reading areas. Three wide entrances open from the patio into the main part of the library. All of the departments are located off the large central circulation hall. Although the arrangement of materials has changed over the years as new collections and services were added, all materials used in reference service such as maps, documents, periodicals and reference books, are presently located in the east end of the building, just as they were when the library opened in 1927. The major collection of circulating books is located in the central stack area, close to the circulation desk. Although the library is essentially a one-story structure, this central stack area was designed to accomodate four levels of book stacks. The west end of the building contains the administrative office, the library auditorium and the childrens' room which in 1927 was called the Peter Pan Room. The inspiration for this name came from the Peter Pan frieze surrounding the fireplace which was sculptured and presented to the children of Pasadena by Maud Daggett, a local sculptor.

Moving day was February 9, 1927. Preparations had been underway for quite some time and details were worked out concerning the order of the move, the arrangement of books on the shelf and the part each member of the staff was to take, including understudies for the more important parts of the work. Even the weather was considerate by providing the only three consecutive days in the month without rain. Over 80,000 books were moved in time for the official opening of the library on Saturday, February 12, 1927. The dedication ceremony consisted of inspection tours of the building, a concert by the Pasadena Sciots Band, and a dedication address given by Professor William B. Munro, Chairman of the history, government and economics division of Harvard, who was serving on the faculty at Caltech.

The old library in Library Park, rendered unsafe by the 1932 Long Beach earthquake, was razed in 1954. Today all that remains of it is the stone archway dedicated to "the memory of the Pasadena pioneers who early... established here a public library as an expression of reverence for literature and art..."

Although the Pasadena Library began as a circulating book collection, reference service was well established even before the City took over the management of the library. The Reference Room in the building completed in 1890 contained scarcely fifty volumes, including several direct ancestors of our present tools, such as the *Encyclopedia Britannica* and *Bartlett's Familiar Quotations*. Demands on the reference department traditionally reflect current events. In 1927 when the Los Angeles Times ran a Lindberg Contest, every atlas was in constant use from 9 a.m. to 9 p.m. and lines formed to use these resources. Dr. Einstein's visit to Pasadena in 1932 brought an increased demand for his books and information about him. The bicentennial of the birth of George Washington, also in 1932, created demand for information on all aspects of the colonial period, including menus and recipes for colonial dinners. In 1932 when the Olympics were held in Los Angeles, the reference department answered many questions on the origin and history of the Olympic Games as well as records of modern contestants. The abdication of Edward VIII in 1936 created universal interest and was reflected in queries of all kinds. The Reference Department worked closely with many local organizations including the Tournament of Roses and the Pasadena Playhouse. Each year for the annual Tournament of Roses parade the reference staff researched topics in art, mmusic and mythology for floats. There was scarcely a play produced at the Pasadena Playhouse (which operated from 1917 to 1969) in which the library did not have a part - usually a long and careful search for some detail to make the settings historically correct. Requests ranged from finding the proper laying of a table and the kind of eating utensils for "Caesar and Cleopatra" to pictures of army uniforms, field glasses, official letters and military maps from the period of 1830 for "Red Bird".

In 1927, at the request of the American Library Association, a classified record of reference questions was kept for a few months. The results showed that sociological subjects were most frequently called for, followed by history, biography and literature. Books in the field of sociology were still popular by 1930, but books in economics, finance, useful arts and vocational guidance increased in demand.

Although the Depression made operation of the library difficult and forced the permanent closing of the Garfield Foreign Branch as well as the closing of all libraries on Saturdays and Sundays, operating statistics for 1931 showed it to be the busiest year so far. The increase in the circulation of non-fiction was must larger than the increase in the circulation of fiction. The children's room was so overcrowded during the depression that all activities except waiting on patrons had to be curtailed.

Despite a sharply reduced budget (the book fund decreased from $26,000 in 1928-29 to $14,500 in 1933-34) the Pasadena Library was nonetheless able to introduce several innovations. Thanks to a donation of phonograph records in 1929, Pasadena was the first public library on the West Coast to have a circulating collection of records. In addition, Jeannette Drake was the first librarian in the country to work out a plan by which books could be checked out even if the borrower had forgotten to bring a library card. Finally, these years saw the construction of permanent buildings for the North and Northeast branches. The North Branch building, renamed La Pintoresca branch, opened December 30, 1930 and the present Santa Catalina building was opened on January 3, 1931. The oldest building in the present library system, Hill Avenue, had been completed in 1925.

Although a separate children's collection had existed since the early days of the library, it was not until 1936 that separate shelves were established for young adults. This was done to bring together a representative group of books readily accessible and particularly attractive to young persons just beginning to use the adult room.

By 1935 the cumulative effect of several years of decreased financial resources was severely felt, and circulation was down 5% to 10% at all branches and central, with the heaviest losses in adult fiction. In 1937, contrary to the general trend in American libraries, Pasadenans read more 'serious' books than fiction, with non-fiction accounting for 53% of the total circulation. Of the non-fiction, the trend showed a distinct drifting away from the books on economic subjects which held first place in the interests of readers from 1930 on for several years. Economic books were then in fifth place in popularity behind art, literature, technology and travel, with biographies in sixth place. The losses in circulation which began in 1935 continued but at a much slower rate. And in 1938, for the first time since 1933, there was an upturn in circulation.

Jeannette Drake retired in 1936 and was replaced by Doris Hoit who would be the library director for the next twenty years. By 1941, the Pasadena Public Library had risen to a top position in the nation, receiving ten first place awards in activities for cities of its size, including book circulation, book stock and registered borrowers.

The years of World War II brought many changes in the library: increased use of branches due to gasoline rationing and the shortage of tires; smaller books with smaller margins due to the paper shortage; book funds going toward technical books, economics, science and history rather than literature and fine arts; and increased demand for pamphlets on practical topics such as how to milk a cow, cure olives, raise poultry and cook with sugar substitutes. A series of evening concerts co-sponsored by several musical

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groups in the community and held in the library which was begun in 1936 ended in 1942. A "Send Your Books to War" campaign sponsored by the California Library Association in 1944 received an excellent response in the Pasadena community. Many authors were in Pasadena during the war and and reports show that the reference staff performed an unusual amount of research for writers, on topics such as the weather in Chicago in 1919, a detailed account of an ocean voyage in the early 1800's, and the name of a revolver which would fit in a woman's handbag. Upton Sinclair had numerous reference questions, including a description of Vichy during the regime, the value of the German mark in 1940, and the date DeGaulle was made General.

In 1945 Doris Hoit recommended that additional branch libraries be constructed in order to bring library service to within a mile of all residents. These recommendations were based on post-war plans which predicted growth in new areas not covered by library service, such as Hastings, Linda Vista and San Rafael. This was due in part to the fact that new sections were annexed to the city and to a greater concentration of families in the older sections. At the time, the four existing branches circulated over 57% of the books in the library system and accounted for 71% of the work with children.

Pasadena became the first library in the U.S. to use photocharging machines and punched card sorting of circulation records, in 1948. Also in 1948, the average circulation for juvenile borrowers was 42 books per year; nationwide a figure of 7 books per year was considered good. Eighty-five percent of the children below ninth grade had library cards, and 53.2% of the total population in Pasadena were registered borrowers. National figures showed an average of 25.4% registered borrowers. In large part, these figures can be attributed to the library's extensive cooperation with community groups. The branches at the time worked closely with 24 public and private schools and planned programs in conjunction with scouts and other children's groups and the PTA. Many community groups used the auditorium and community rooms at Central and the branches and exhibits were held to display the work of local artists and hobbyists. Clubs and organizations were served with book collections, assistance in program planning, and talks and book reviews by librarians.

Allendale Branch Library, the first branch to be completed in twenty years, opened its door on February 5, 1951. Three additional branches were financed by a bond issue in 1956. The Linda Vista Branch, the sixth branch in the system and the first of the three to be completed, was dedicated on January 29, 1957. Six months later, after years of controversy and litigation concerning its location, the San Rafael Branch was opened. The eighth and final branch, Hastings, was completed in 1959.

Although Doris Hoit planned for the construction of these four branches, only Allendale was completed before her retirement in April 1956. She was replaced by Marjorie Donaldson who was library director until 1973. Several services were initiated or expanded under Miss Donaldson. The Alice Coleman Batchelder Music Room was opened in 1955 to house the chamber music collection which had been donated to the library in 1950. The Coleman Chamber Music Association donated $10,000 for the furnishings, and matching funds from the City financed the remodeling of storage areas for the music library.

The library won the John Cotton Dana award for outstanding publicity during 1957 among libraries in cities of 100,000 to 200,000 population, based on its exhibits, posters, publicity and displays.

The following year, 1958, the Pasadena Historical Room was opened by the Pasadena Historical Society in the library with a three-day open house which attracted over 400 visitors. The two-level, newly designed and furnished room was filled with an exhibit of early Pasadena photographs, letters and Tournament of Roses programs.

"Service to the Community" was the library's theme for the 1959-60 year. More residents became registered borrowers, more books were available, hours of service were extended in the branches and more people came into the library for books, programs, periodicals and films. The library continued its long tradition of making every effort to get books to the readers as quickly as possible to meet the demand created by reviews and popularity. As far back as 1900, when To Have and To Hold was the most frequently requested book and the library purchased seven copies to satisfy demand, the acquisitions department has tried to order sufficient copies to meet demand. In fact, in 1939-40 the library had sixty-one copies of Gone With the Wind.

Both children and high school students continued to make heavy use of the library. The program of busing 5th and 6th graders to the library which began in 1955-56 continued. The summer reading club, then in its thirty-ninth year, attracted 2,431 children who read at least 10 books during the summer of 1960. It was students, however, who made the greatest impact upon the library. The tremendous influx of high school students in search of materials and space in which to study was overwhelming. In fact, space was at such a premium by 1962 that a ruling had to be made that students who needed to use library resources were allowed space first. Those using the library only as a study hall were asked to leave on evenings when no space was available.

In 1963 Pasadena was declared "the best-read city" in the United States. At a time when the national average per capita circulation was less than four, figures showed an average of 12 books circulated for every man, woman and child in Pasadena, for a total circulation of 1.4 million.

A bond program and a grant of matching funds from the State Library in 1964 provided funds for the expansion of library buildings. Included were plans for a meeting room at San Rafael, additional reading room space at Hastings, a reference wing, art and music wing, and a story room at Central and a new branch at Lamanda Park. Many of these projects were going simultaneously in the fall of 1966 and the winter and spring of 1967. The new story room at Central was formally opened with a program featuring three children's authors in January 1968 and a dedication concert was given for the new music wing in April 1968.

The San Gabriel Valley Library System, now known as the Metropolitan Cooperative Library System, was established in June 1966. Recent legislation made public libraries eligible for state grants if groups of libraries were formed into systems with definite programs for the improvement of service for their area. Therefore, five libraries - Altadena, Monrovia, Pasadena, Sierra Madre and South Pasadena - formed a cooperative library system. Pasadena was designated as the reference center. Although

Pasadena is still the administrative headquarters of MCLS, the system has grown to include 28 libraries serving a population of over 4.5 million, making it one of the largest cooperative library systems in the country.

In 1968-69 two new services were initiated in an attempt to reach more citizens. The Book Trading Post brought a green van, a large truck of ancient vintage that the librarians named the "Green Machine", loaded with people and books into the neighborhoods. Front yard story hours were held in many parks and playgrounds in the city.

The following year brought several major changes in the Central Library. A business-industry section was established, through a federal grant, to provide specialized business service. In order to accommodate this new department, fine arts, music, records and films were consolidated in the former periodicals room. In addition, construction of the patio offices, projection room and the MCLS office area were completed. The Historical Society moved from the Central Library to 160 N. Orange Grove in May, 1970. A shut-in service to bring library material to the homebound was initiated in April, 1970.

Marjorie Donaldson retired in June, 1973, and was replaced by Robert Conover. Under his direction, the Friends of the Pasadena Public Library was founded, the technical services operation was automated with the OCLC computerized utility, and the Central Library opened for service on Sundays. In addition, efforts to reach more citizens which began in the 1960's were strengthened, including closer relationships with the recreation centers and daycare centers, teen and adult book discussion groups, lecture series, concerts and exhibits. The 1979-80 school year saw the beginning of the School-Library Cooperative Program whereby four branches serve as a school library four mornings per week as well as provide traditional adult and children's services.

The topic of the various plans to consolidate or close branches is covered more fully in the individual branch histories. Briefly, however, there have been two separate periods when changes in the branch system have been proposed. As early as 1964, five years after the branch plan was completed, a citizen's bond committee recommended the consolidation of Lamanda Park and Hill Avenue branches at a new site. Similarly, in 1967, a proposal to eliminate Allendale and Hill and replace them with a new branch was discussed. The second period occurred in the mid-and late-1970's. In 1976 a study conducted for the library system recommended the closing of three branches. Five branches were scheduled to close following the passage of Proposition 13. And, finally, in 1979 the Allendale branch was scheduled to close and a proposal to move the books and services of La Pintoresca branch to the Jackie Robinson center was discussed. In all cases, due in large part to the response of residents and community groups, the branches have not been closed or relocated.

Pasadena has emerged in the 1980's with a new library director, Edward Szynaka, who became library director in January of 1981. Recently the library installed an automated circulation system that will provide control over the circulation of materials and will eventually feature an online catalog. The year 1982 marked the 100th anniversary of the founding of the Pasadena Public Library. To commemorate one hundred years of service to the community the Friends of the Pasadena Public Library and the library staff sponsored a wide range of activities, community events and exhibits throughout the year. A major staff effort has culminated in 1983 with the issuance of this report, which reflects eighteen months of extensive study of the Pasadena community.

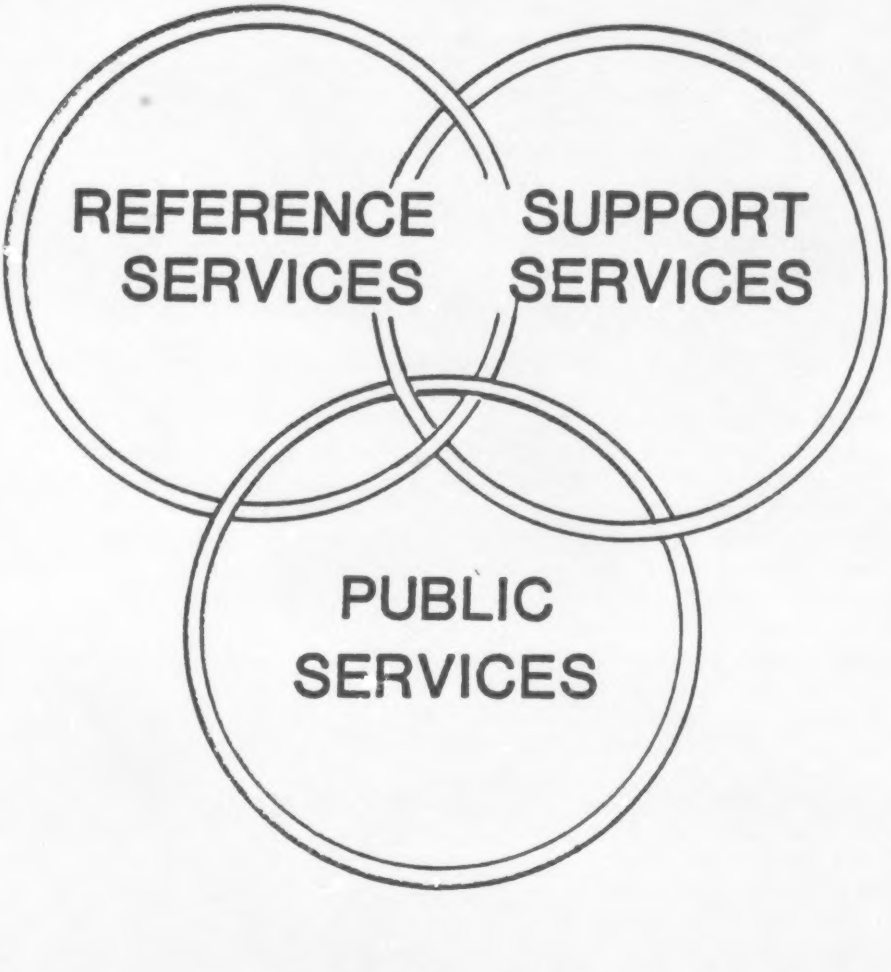
STRUCTURE AND GOVERNANCE

The library is a department organized under the Emmployee and Community Services Agency, one of four agencies in the City of Pasadena. The library is administered by a library director and administrative staff. There is a Library Board which serves as a community 'sounding board' for library policies and procedures. The formal definition of the duties of the Library Board, as found in the Pasadena code and ordinances, is to "advise the Board of Directors on policy relating to the public library system". Such advice is given by presentations to the Board of Directors, by joint meetings with them, by written communication to them, and (starting in 1982) by a written annual report. Other important duties of the Library Board include: interacting with the public in connection with their needs and desires for library services, providing a forum for discussion of library matters, advising and working with the library administration in formulating library policies, and working with other city agencies and groups.

The library itself is organized into an administrative staff and three service areas. (See Chart No. 1). The library director is responsible for the overall management of the department, including developing and reviewing policies, as well as maintaining communication with the staff and the community. Communication of changes in library policies and priorities and the progress of various projects is transmitted to staff in a variety of ways: through the principal librarians and section heads and through quarterly service area meetings which provide an opportunity for the library director to meet with the entire staff.

The three service areas are reference services, support services and public services. Reference services is comprised of a general reference section and two specialized sections - fine arts and business-technology. All three sections provide answers to ready reference and in-depth questions and assist users in using reference material. Public services is involved in the direct delivery of general services, such as finding books, providing programs, and in selecting fiction and non-fiction. These services are offered through an adult services section, a children's section, and eight branches. Support services is comprised of technical services and circulation. Technical services handles the ordering and receiving, cataloging, processing and mending of all material. The circulation section uses the new GEAC online circulation system to keep track of the 1,000,000 items circulated each year. These sections and service areas are described more fully in another section of this report.

Chart 1


REFERENCE SERVICES
SUPPORT SERVICES
PUBLIC SERVICES

ADMINISTRATION SERVICES

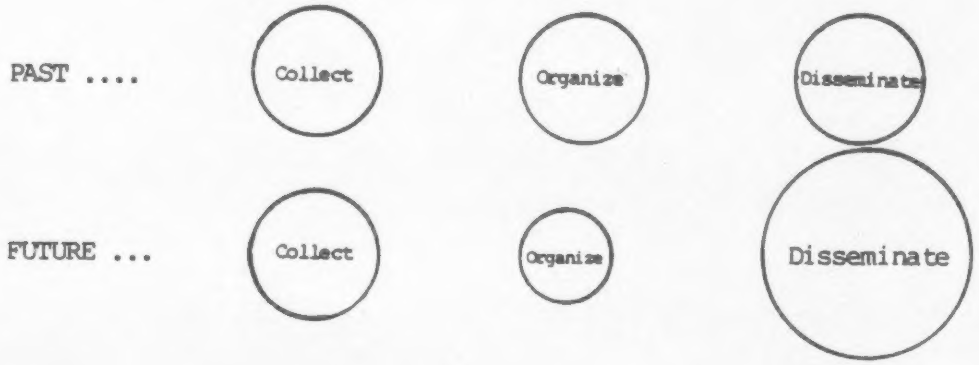
PASADENA PUBLIC LIBRARY

BUDGET

The library, in 1980, was reorganized into three service areas. The function of these service areas as well as the library administration are covered in another section of this report. The cost for these services is shown on Chart No. 2. As can be seen from this table, the library's total budget of $2.9 million is divided as follows: 32% for reference services, 24.6% for support services, 35.9% for public services and 7.4% for administration.

When compared with other libraries in the state, the Pasadena Public Library seems well-funded. However, as Chart 3 shows, the library budget has not kept pace with the rising consumer price index. This has resulted in a decrease in real purchasing power that has been felt most intensely in the book and material components of the budget. Essentially, very few capital items (with the exception of the automated circulation system) have been purchased in the past three years. Although the book budget has not increased in three years, certain adjustments have been made in order to release more money for the purchase of new books. For example, expenditures on materials and supplies have decreased 25% over the last three years and this saving, plus the savings resulting from the discontinuation of a book-leasing plan for popular titles have been used to purchase new books.

Pasadena Public Library, like all libraries, is involved in a three-step process of delivering information services. It first collects, then organizes, then disseminates information. It is the goal of this library to decrease the cost of organizing information in order to reallocate limited resources to the direct delivery of information, as shown in the following diagram:



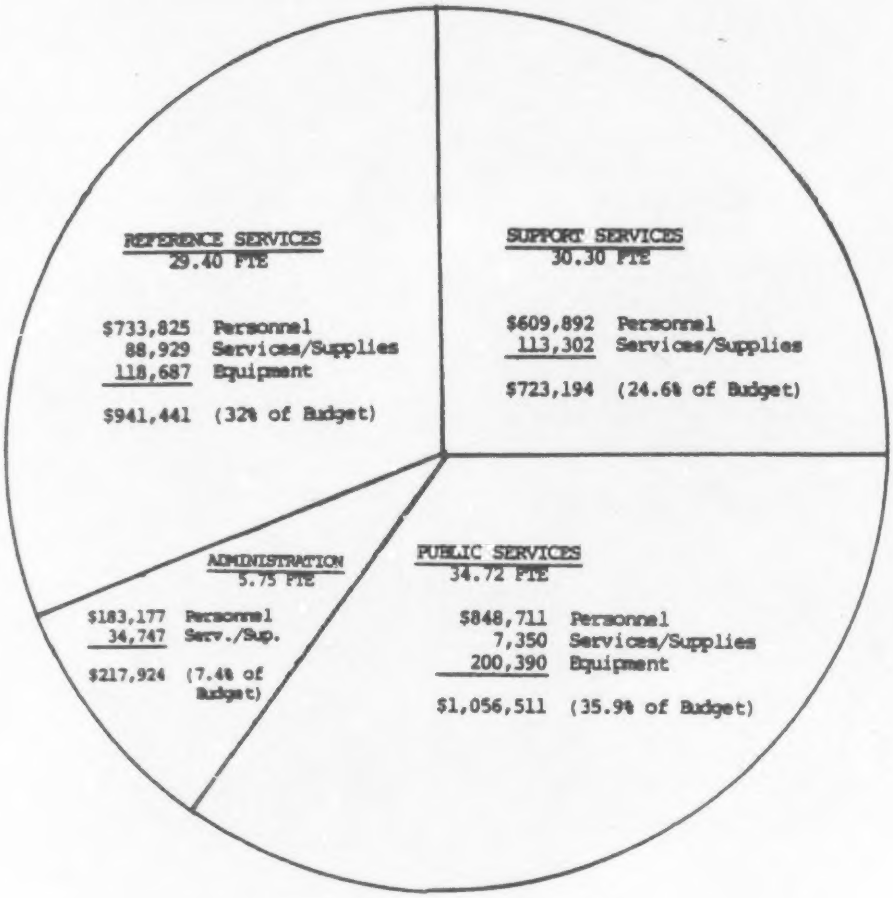
There are a number of recent changes that have been implemented in order to reduce costs including the implementation of the automated circulation system which should save over $500,000 in five years, and a project to convert bound periodical holdings to microforms, which will save almost $130,000 over five years. A number of additional changes are being explored, including the contracting out of cataloging and processing of new books for a projected savings of $35,000 in the first year and 15-20% in subsequent years.

The recommendations of the Community Analysis project can be accomplished within the existing budget, with the exception of two areas. The first is the book budget. Many of the findings in the report point to the need for both increased currency and depth in many areas of the collection. Some of the goals in this report can be realized only through the purchase of additional material. The second area is the Capital Improvement Program. The library is presently studying a proposal to build additional second and third levels of stacks, which were included in the original design but never built. The completion of this project is the single most important element in realizing the library's goal of 'self-service'. At the present time, books are dispersed in as many as 37 different locations within the Central Library building. The completion of this project will permit the entire circulating collection to be in one numerical sequence in a single location.

Chart 2

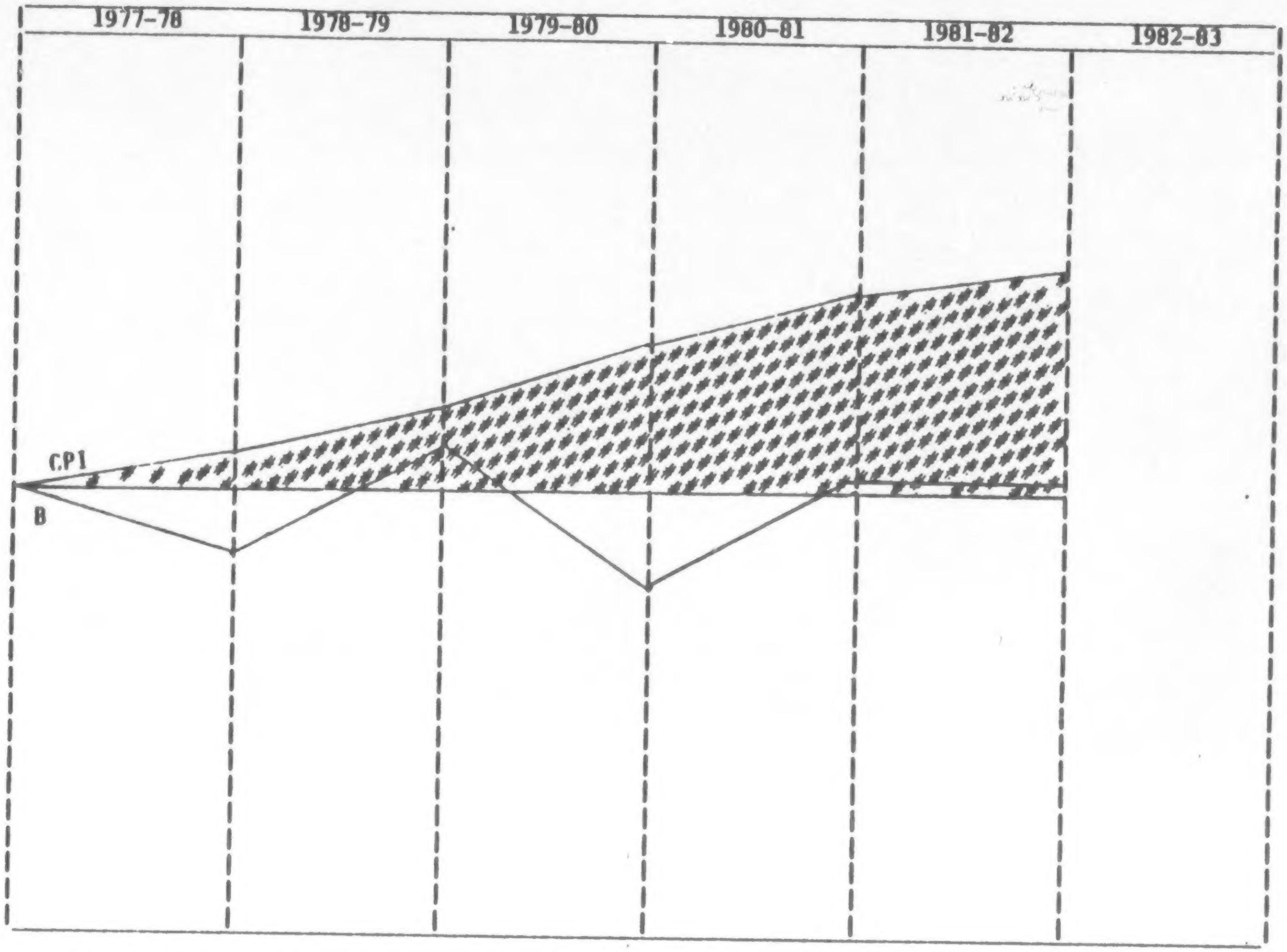
LIBRARY

FISCAL YEAR 1982-83 BUDGET



TOTALS

	FYE	BUDGET
ADMINISTRATION	5.75	$217,924
SUPPORT SERVICES	30.30	$723,194
REFERENCE SERVICES	29.40	$941,441
PUBLIC SERVICES	34.72	$1,056,511
	100.17	$2,939,070



BUDGET ...	$2,892,808	$2,548,079	$3,049,797	$2,445,953	$2,917,260	$2,939,070
... CONSUMER PRICE ... INDEX L.A./LONG BEACH ALL URBAN CONSUMERS	180.4	194.3	214.7	248.7	272.7	289.3

Chart 3

USER PROFILE - REGISTRATION FILE AND USER'S SURVEY

The Pasadena Public Library began using the GEAC automated circulation system in August 1982. One of the many tasks involved in implementing the system was the reregistration of all library patrons in order to provide them with a barcoded library card. In order to complete as much of the reregistration as possible prior to August, 1982, the reregistration of patrons began in October, 1981 at the central library and in December, 1981 at the branches. One of the ancillary functions of the automated circulation system is to produce various statistical reports on patron registration as well as material use.

In order to obtain a library card, users were requested to fill out a form which included, in addition to their name and address, information regarding their sex, age, and race. Additional optional information was requested, including years of school completed, occupation and income, but since fewer than 50% of users chose to fill out this portion of the form, these figures have not been tallied for this report.

Between October 1, 1981 and November 21, 1982, 45,932 people registered for library cards at all branches and the central library. Of the total number of registrations, 69.9% were Pasadena residents. Of the 118,550 residents in Pasadena, 32,118 (27.1%) have registered for a library card at either Central or one of the branches. Non-resident patrons were from the following areas:

Altadena	8.3%
Los Angeles County	8.0%
South Pasadena	3.1%
Los Angeles City	2.2%
San Marino	1.7%
Arcadia	1.1%
Sierra Madre	1.0%
Other	4.6%

Seventy-nine percent of all people registered were adult, considered to be anyone over 14 years old; 21% were children. Distribution of registration by age category was as follows:

0 - 4 years	.3%
5 - 8 years	7.0%
9 - 11 years	8.6%
12 - 13 years	5.1%
14 - 19 years	14.1%
20 - 24 years	12.0%
25 - 34 years	22.1%
35 - 44 years	12.9%
45 - 64 years	12.2%
65+ years	5.6%

The children registered were 48.5% male and 51.5% female. A large proportion (57.3%) of adults were female; 42.7% were male.

Almost 62% of library registrants were White, 11.9% Hispanic, 6.7% Asian, 16% Black, .5% American Indian and 3.0% other. However, figures broken down by adult/juvenile show that almost 60% of children yet only 32% of adults registered are from one of the minority groups.

	Juvenile	Adult
White	41.0%	67.5%
Hispanic	22.5%	9.0%
Asian	6.4%	6.7%
Black	24.0%	13.9%
American Indian	.6%	.5%
Other	5.5%	2.3%

Comparisons of these figures with census figures for age, race and sex are not possible, since these registration figures are compiled for all registrants, including non-residents. Since over 30% of all registrations are from non-Pasadena residents, it would not be useful to compare this profile of users to the demographic characteristics we know to be present in the community.

Separate registration figures have been compiled for each of the branches and are included in the section on branches. More than 64% of all new cards were issued at the Central Library. Of the 29,538 registrations at the Central Library, 64.6% were from Pasadena residents. The other communities represented and their proportion of the total are very similar to those for the entire library system shown on the second page of this section.

The Central Library has a much higher proportion of adult registrations (88%) than either the systemwide totals or any of the individual branches. Only 12% of those registering at Central were children. Of the adult categories, the heaviest use of Central was by those aged 25 to 34 (26.5%). The next highest age groups were 20 to 24 (14.9%), 14 to 19 (14.5%), and 35 to 44 (14.3%). Only 5.3% of the registrants at the central library were over 65 years of age.

Distribution of racial groups registered at the central facility is consistent with the systemwide figures:

	Juvenile	Adult
White	37.0%	68.3%
Hispanic	26.1%	8.8%
Asian	6.0%	6.8%
Black	26.9%	13.3%
American Indian	.5%	.5%
Other	3.4%	2.2%

Although a more detailed analysis of the User's Survey is contained in another section of this report, it is useful to the profile of library users to include some of the figures here. Bearing in mind that this was a survey of adult users only, the User's Survey supports the registration file analysis in that, by far, the largest number of users at Central were in the 25 to 34 age category. When combined with branch totals, 23.6% of users were in this age category. This is also consistent with 1980 census figures which show this to be the largest age group of adults.

Distribution of Adults by Age Category

	1980 Census	Registrations	Users
14 - 19 years	10.7%	17.9%	12.8%
20 - 24 years	12.7%	15.2%	12.7%
25 - 34 years	22.8%	28.0%	23.6%
35 - 44 years	12.9%	16.4%	18.0%
45 - 64 years	22.9%	15.5%	19.9%
65+ years	18.0%	7.1%	12.3%

Distribution of Adults by Race

White	54.7%	67.5%	71.2%
Hispanic	18.4%	9.0%	5.9%
Asian	5.4%	6.7%	6.2%
Black	20.2%	13.9%	12.3%
Other	1.4%	2.8%	2.9%

It is interesting that although systemwide, 43.5% of users in the User Survey were male and 55.5% were female, more males (55.6%) than females (44.1%) used the Central Library during the survey period. Women were by far the more frequent users of branches, usually by a ratio of two or three to one.

The User's Survey also indicates that users tend to be better educated than the general population. For example, 53.2% of the users of Central and the branches have a college education, while only 29.5% of city residents over the age of 25 have completed college. Similarly, library users tend to have slightly higher incomes than the general population. Almost 50% of those who filled out one of the surveys had family incomes over $25,000 and 18.9% had family incomes over $50,000. In the general population, 40.7% of the family incomes were over $25,000 and 12% were over $50,000.

Responses to the User's Survey show that the largest occupational category of library users was professional (30.5%). The next largest group, both systemwide (22.4%) and at Central (25.8%), was students. Homemakers, although heavy users of some branches (39% at Linda Vista, 38.3% at San Rafael, and 34% at Allendale) accounted for only 6.3% of the users of Central.

THE BOOK COLLECTION

The library's book collection is a living, changing organism. Not only are new books added as they become available, but books are also discarded when they become obsolete, outmoded and worn. A public library owes its constituents (i.e., the taxpayers) a book collection that reflects the character and interests of the community. Hence, it is essential that the library develop an awareness of the changing demographics, characteristics and activities of the individuals, institutions, sectors, groups, agencies and organizations in the community to meet the needs of a spectrum of users. This Community Analysis study, as well as forthcoming data on circulation patterns and patron registration provided through the GEAC automated circulation system, furnishes the library with the concrete information necessary for adjusting the library's book collection to changing needs. The Pasadena Public Library should continue to collect and analyze such information on an annual basis. Subsequently, it should formulate a collection development policy for the following year.

The eight branches, which serve diverse neighborhoods, should develop subject emphases that correspond to the special characteristics of that neighborhood. Branches are already involved in doing this. For example, Hill Avenue has developed an Asian language collection, Santa Catalina has built a collection of Armenian books, and La Pintoresca specializes in Black history and culture. Age proportions also need to be taken into account, with adjustments made in the ratio of adult to juvenile books in branch collections where appropriate. A random sample of the adult books in branch collections (called the shelf list sample) has revealed that, on the average, approximately 60% of branch collections consist of books published before 1970. Although the study was conducted in August, traditionally the slowest month of the year, an amazing average of 80% of branch library books were not in circulation. This indicates that a small proportion of the collection is turning over in terms of circulation and that branch collections need substantial pruning and updating. Weeding has progressed at the branches as preparation for barcoding the collections, but it is suggested that branches develop a weeding policy in order to systematically discard obsolete and little-used material. As a corollary to this, branch collections should be updated, with book funds allocated to develop subject specialties. Currently, the budget for the branches is equal for the six smaller branches (3.7% of total book budget) and larger for Hastings and Lamanda (5.3% of total book budgets), but alterations should be made in view of branch differences and special collection needs, which may not necessarily be related to the size of the branch.

The book collection at Central must take into account the needs of the gengeneral population in Pasadena, as well as specialized needs of those utilizing the specialized subject sections of the library (Business-Technology, Fine Arts, Children's). The changing demographics reveal trends applicable to collection development. Pasadena is a diverse, multi-ethnic city with large Black and Hispanic populations and a growing number of Asians. The library, which has a strong collection of materials on Black culture and a large collection of books in Spanish and on Hispanic culture, should continue to emphasize materials for the different cultures in this comunity. Futhermore, in view of the increased limited-English-proficient population in Pasadena, foreign language and English skills materials should be increased. In particular, more Spanish language books, newspapers and magazines should be acquired. These resources should be actively promoted in the community, since they will be utilized by organizations serving Hispanics, as well as Spanish-speaking individuals (Hispanics now compose 11.9% of library registrants.)

The book collection should encompass materials for the various age groups in the population. Trends show a predominantly adult population, with greatest growth in the 25 to 34 age category. However, materials for children (17.7% of population), teenagers (8.8%) and senior citizens (14.8%) should not be overlooked. The Central Library book collection with a ratio of 84% adult books to 16% juvenile books has quite a different distribution than the branches, which receive a large volume of their business from children. This is consistent with the registration distribution at Central in which there is a significantly higher registration of adults (88%) than at the branches. In 1976/77, the Central collection proportionally had fewer adult books and more juvenile books (82% adult, 18% juvenile).

The collection at Central includes many reference books for adults in the Reference, Fine Arts and Business-Technology sections, in addition to adult circulating books. Reference books compose 18.6% of the total Central book collection (including the children's collection), or 22% of the adult book collection. Both the general reference materials and the specialized books in the Business-Technology and Fine Arts sections are selected to meet the general public's need for information as well as the needs of special sectors within the community. Because of their information function, it is important that these areas of the library develop awareness of emerging subject areas, particularly in technology, and acquire the resources, both books and periodicals, to provide the public with needed information. This requires anticipating demand and allocating funds for developing new collections.

Pasadena traditionally has had a strong interest in the arts and music. The collection in Fine Arts is intended to support that interest. A random sample of the circulating collection in the Fine Arts section showed that 66% of the collection was published before 1970, 11% between 1976-78 and 3% between 1979-81. Seventy percent of the books were not in circulation. While current publication dates for books in the arts, which often are consulted for their historical and research value, are not as critical as in some other subject areas, the study does imply the need for weeding. Some subjects in the Fine Arts section, for example, home decorating books, do become outdated.

Although a study of the age of the book collection in Business-Technology was not undertaken, changes in the community indicate the importance of maintaining a strong business collection. The increasing number of offices constructed in Pasadena, as well as the establishment of many corporate headquarters in the city (Kaiser-Permanente has recently announced the construction of its Southern California administrative headquarters here) presage a continuing demand for business-related materials. These resources should be acquired in the broadest context to include consumer and job skill materials for the labor force as well as information for large and small businesses.

The size of the library's total book collection has increased by 8.5% since 1976-77. There are presently 496,808 books at Central and the branches. The Central Library's collection, 53% of the total, has increased by approximately 26.7% during the past six years. (However, until this past year, the collection was not systematically weeded, which offsets its rate of growth.) The Central Library accounts for 55.1% of total library circulation. Despite the addition of Sunday hours in 1977-78, circulation has decreased by 2.4% between 1976/77 and 1981/82 although during this past year it showed an upturn of 2.8%. The rate of turnover of the collection (circulation per volume held) has decreased from 2.3 in 1976/77 to 1.9 in 1981/82. The average hourly circulation decreased from a high of 157 books per hour in 1977/78 to 141 books per hour in 1981/82 (up from 138 in the previous year). The branches taken as a whole show a similar pattern: an overall six-year decrease in circulation (-9.5%) and turnover rate with a reversal during the past year. It is interesting to note that a 31.8% increase of new books added to the branches in 1980/81 did not result in an increase in circulation during that year.

Circulation is only one measure of a library's viability, but it can be an indication of the relevance of the book collection to the population. During the past year the library has made a special effort to purchase popular paperbacks and multiple copies of best sellers, which may account for some of the increase in circulation. To meet the demand and reduce the waiting time for popular books, the library has embarked on a policy of purchasing an extra copy of a book for every five reserves placed. On the library's User Survey, when asked to choose, 36.1% of total respondants wanted duplicate titles of heavily-used materials, whereas 48.5% wanted single copies of a wider range of titles. This indicates that the library should offer a broad selection of books for its users while not abandoning the policy of adding extra copies for books in demand. Because Pasadena's population is so diverse, the book collection at Central should contain resources which are broad in coverage, quality and appeal.

One of the major benefits derived from the Community Analysis study has been the opportunity to become aware of other resource collections in the area. The library intends to explore cooperative arrangements with libraries in other community organizations to assess existing collections of information in Pasadena. Based on the results of this exploration, the library should deemphasize building areas of its own book collection where strong resource collections are already existent in the community. An example of this might be the excellent architecture collection at Gamble House. In the context of resource sharing, Central Library also needs to systematically inventory and evaluate its own special collections and rare books for usage and relevance, as well as to better advise the community about what is available in the library. Policies for housing and maintenance of special collections should be established to preserve and make available these resources. In order to update and evaluate special subject areas of the collection, staff should consult with groups and individuals in the community whose knowledge and expertise can be utilized to develop the book collection.

A strong book collection rests on a solid book selection policy. A general book selection procedure statement, which included criteria and sources used in selecting books and described the scope of tne collection, was adopted by the Library Board in 1978. However, a more formal statement, which incorporates the American Library Association's revised Library Bill of Rights, has not been adopted. The library does not have a complaint form and procedure regarding materials that some may find objectionable. The American Library Association strongly advocates that every library have a clearly defined materials selection policy in written form which reflects the Library Bill of Rights and which is approved by the appropriate governing authority. It is, therefore, recommended that the Library Board endorse the Library Bill of Rights. The library staff, after an evaluation of book selection policies in each section, needs to prepare a written book selection statement. This will formulate guidelines for book selection, as well as affirm the right of the libary to acquire materials presenting all points of view.

REFERENCE SERVICE AREA

Whether by telephone or in person, library users approach one of the three sections in the reference service area for answers to their questions. The questions may be related to reserarch for school or work, or they may arise from personal curiosity and need. The reference service area staff is specialized in accessing and extracting information from a variety of resources which could be an encyclopedia, book, magazine, newspaper or an expert in the field contacted by telephone. Online computerized databases, a service which is not presently available in the reference service area, would provide the opportunity to quickly retrieve current events and more specialized information which is often requested in the reference service area.

The reference service area is comprised of three reference sections: General Reference, Business-Technology and Fine Arts.

Reference Section

Inquiries in the General Reference Section range from wanting to know the spelling of a word, the side effects of medication, the address of a magazine, to the progress of a current government bill or statistics on crime, health or population. The Reference Section houses an extensive periodical collection, local and out-of-town newspapers, telephone directories from throughout the country, and California and U. S. government documents. Several indexes to magazines and newspapers provide access to articles by subject. A microfiche collection of college catalogs, and directories of schools, colleges, vocational schools and adult education programs provide the student or would-be student with important information. Resources for grants and student financial aid, as well as directories of foundations and organizations are available in Reference. Maps, comparative descriptions of cities, and hotel and motel listings can assist the traveler or the person contemplating a move. In addition, the Reference Section has current consumer information, resources on careers, civil service job listings, and information on a diversity of subjects such as law, medicine, biography, government, history, psychology and the biological sciences.

The library's special collections in Reference include a genealogy room, resources and memorabilia from the Pasadena Playhouse which are yet to be inventoried and organized, California out-of-print books, Pasadena historical materials and Pasadena City reports, documents and codes. The desire of Pasadenans to know about their city government and history has increased the demands for local information. The Reference Section has made a special effort this year to assess and improve the organization of its Pasadena collections which consist of files of Pasadena newspaper clippings by subject, scrapbooks on notable Pasadenans and historic houses, Pasadena photographs, historic Pasadena newspapers on microfilm, city directories, and books and pamphlets on Pasadena. There is still much work to be done and the department looks forward to working closely with community historical organizations during the coming year in order to compare collections.

Technology has made an impact on Reference Service. As sources of information proliferate, space and maintenance of perishable paper become a problem. Many resources, such as newspapers, government documents and college catalogs are now produced on microfilm or microfiche, which are compact and durable. This year, a large proportion of the central library's periodical collection has been converted to film or fiche format, which has allowed the library to fill in missing issues and pages. The Reference Section is in the process of setting up a furnished microform center, equipped with reader-printer machinery, storage cabinets, current periodicals and staff to provide periodicals assistance.

Business-Technology

Established as a separate section within the Pasadena Public Library in 1970, the Business-Technology Section has approximately 25,000 volumes, including 600 specialized directories, investment advising services, tax services, and financial newspapers.

Sound business decisions, for personal or commercial purposes, are based on knowledge, and the process of business planning and the control of many processes in business activities can be aided by effective retrieval of up-to-date information. The Business-Technology staff helps major corporations and small businesses to buy highly rated equipment, survey markets for their products, abide by government regulations and keep up with technological developments. In the rapidly changing economic conditions of the present, the individual also requires business information. Investment advice, money management and budget techniques, car repair manuals, insurance company ratings, how-to-do-it books are all available in Business-Technology. Instruction in preparation of resumes and in job hunting skills, career advice for new job holders, and skill building tools such as dictation tapes all help the Pasadena employee. College-level students also find the business information useful; high school students use the scientific and technical information heavily.

Major efforts during the past year have been directed toward collection development with the emphasis on currency and usefulness. Bibliographies have been prepared to introduce new books, and to aid the entrepreneur and special segments of the population, such as the retired.

To supplement the collection and to increase their efficiency, the staff has continued to develop in-house files, statistics sources, directories by product or service and location, and subject pamphlets. In addition to their specialized reference service to a wide variety of information-seekers, the staff provides special services such as the distribution of tax forms and will present, in cooperation with the Adult Services Section, a series of programs on investments and tax planning.

Fine Arts

The third section of the reference service area is the Fine Arts Section. This section contains circulating and reference material in the following subjects: art, music, cinema, antiques, architecture, costume, dance, design, drawing, gardening, interior decoration, painting, sculpture and photography. The section maintains special files and scrapbooks on local exhibits and catalogs, and artists and architects from Pasadena. The Fine Arts section maintains a picture file which contains almost 150,000 pictures on a variety of subjects. These pictures are used by students, graphic artists and others in the community.

The Fine Arts Section contains the library's audio-visual materials, with the exception of children's records which are now located in the children's room. The library has thousands of records and cassettes, including popular and classical music, spoken recordings of plays and poetry and instruction records for learning a foreign language or how to dance.

The library has over 500 16mm films available for patrons to borrow and the Fine Arts staff assists the public in preparing and presenting film programs. In addition, the Fine Arts Section sponsors a Monday noon film program in the auditorium and has sponsored additional programs throughout the year. This past year, several community groups sponsored a highly successful series on early Pasadena architecture as a salute to the library on its 100th anniversary.

The statistics on the following pages indicate a number of facts: Reference activity in both the General Reference room and Business-Tchnology has increased significantly in the past five years. Although the figures show a decrease in activity in Fine Arts, a large part of this can be attributed to the relocation and decreased operating hours of the film desk in 1980-81 The film service is currently designed to be more self-service than in the past and, therefore, there is less need for reference staff assistance.

These figures also corroborate a feeling on the part of the staff that two trends are operating simultaneously. One is a trend towards more people visiting the library, which shows in the overall number of questions answered and the percent asked at the library as opposed to telephone requests. The second trend is towards more research as opposed to ready-reference questions.

Some of the factors which contribute to this trend are: The increasing complexity of information, a greater awareness of information on the part of many library patrons, and a greater reliance on the information professional by those involved in 'self-help' or 'do-it-yourself' projects.

These trends indicate a need for a reappraisal of the way in which reference service is provided and a reorganization of staff and their responsibilities. At the present time the Reference Service Area staffs three desks, one in each section. The Adult Services Section staffs a book information desk in the main hall where they provide card catalogue assistance. From a public service point of view it would be advantageous to have one centralized information desk which would serve as the intitial point of contact for all reference questions. Most of the questions from walk-in patrons would be handled here first and either answered or referred on to one of the subject departments. Generally, this desk would be staffed by Librarian I's and Library Technicians who are familiar with the reference sources of all three sections.

A second component of the reorganization plan would be to develop a staff of Librarian II's who would be subject specialists. This staff would be responsible for answering the highly sophisticated or specialized questions received; train other staff on the specialized reference tools in their subject area; prepare packets of information on a variety of subjects which could be used for selective dissemination of information to various groups in the community or which could be used in-house for the many areas in which similar questions are repeatedly asked; and, they would serve as a liaison between the library's information services and the many local organizations with similar subject interests. Establishing subject specialists would provide an opportuity to introduce online database searching. Because of the large number of databases available it is not practical to expect all staff to efficiently and effectively use all databases.

At the present time the librarians on the reference desk are handling three tasks: They are helping walk-in patrons, they are answering telephone requests and they are working on research questions received both in person and by telephone. This system does not seem to be working well since it does not provide maximum service to either walk-in patrons or phone patrons. The establishment of a separate phone service would free the public desk librarians from constantly answering the phone and it would allow them to better assist walk-in patrons, while at the same time it would provide better assistance to patrons calling the library. In addition to the actual public service advantages to this type of reorganization, there are a number of additional benefits to be realized. At the present time, the desks are staffed rather uniformly, i.e., there are always two people in Reference, two in Business-Technology (except at night, when there is one) and one in Fine Arts. It is not always true that the volume of activity is uniform and there are frequently times when there are several people waiting for assistance at one of the desks, yet there may be librarians free in another department. Having a centralized desk staffed with personnel who have been trained in all areas would allow some flexibility in staffing patterns by enabling staff to go into one of the three rooms and assist when needed. A further benefit will be the consolidation of internal files and the elimination of duplication of effort. For example, presently there is great overlap in some areas, such as local history and architecture. This type of problem would be alleviated by having one 'reference service' staff, rather than three sections working independently. An additional benefit would be the consolidation of many of the clerical functions which support the operation of the reference service.

FINE ARTS REFERENCE ACTIVITY 1977/78-1981/82

	1977/78	1978/79	1979/80	1980/81	1981/82	% change per 5 years
Ready Ref. - In person	27,129	26,116(-3.7%)	25,250(-3.3%)	17,404(-31.1%)	18,003(+3.4%)	-33.6%
Ready Ref. - Phone	10,018	11,200(+11.8)	8,451(-24.5%)	6,844(-19.0%)	6,794(-0.7%)	-32.0%
Research - In person	5,627	4,312(-23.4%)	4,618(+7.1%)	3,081(-33.3%)	5,547(+80.0%)	- 1.4%
Research - Phone	2,515	1,257(-50.0%)	1,581(+25.8%)	1,380(-12.7%)	2,382(+72.6%)	- 5.3%
Total - Ready Ref.	37,147	37,316(+0.5%)	33,701(-9.7%)	24,248(-28.0%)	24,797(+2.3%)	-33.2%
Total - Research	8,142	5,569(-31.6%)	6,199(+11.3%)	4,461(-28.0%)	7,929(+77.7%)	- 2.6%
Total - In person	32,756	30,428(-7.1%)	29,868(-1.8%)	20,485(-31.4%)	23,550(+15.0%)	-28.1%
Total - Phone	12,533	12,457(-0.6%)	10,032(-19.5%)	8,224(-18.0%)	9,176(+11.6%)	-26.8%
Total Questions	45,289	42,885(-5.3%)	39,900(-7.0%)	28,709(-28.0%)	32,726(+14.0%)	-27.7%
% Ready Ref./Total	82.1%	87.0%	84.5%	84.5%	75.8%	
% Research/Total	17.9%	13.0%	15.5%	15.5%	24.2%	
% Phone/Total	27.7%	29.0%	25.1%	28.6%	28.0%	

*1980/81: Film desk relocated and hours cut. Ready reference down 10,853 and phone calls down 2,613 at Film desk.

BUSINESS-TECHNOLOGY REFERENCE ACTIVITY 1977/78-1981/82

	1977/78	1978/79	1979/80	1980/81	1981/82	% change per 5 years
Ready Ref. - In person	23,478	26,016(+10.8%)	27,978(+7.5%)	28,168(+6.8%)	27,777(-1.4%)	+18.3%
Ready Ref. - Phone	15,509	13,788(-11.1)	18,602(+34.9%)	19,767(+62.2%)	19,534(-1.2%)	+12.5%
Research - In person	2,863	6,298(+120.0%)	6,178(-1.9%)	6,123(-0.9%)	6,701(+9.4%)	+134.1%
Research - Phone	2,297	3,482(+45.3%)	3,930(-12.9%)	5,303(+34.9%)	4,210(-20.6%)	+75.6%
Total - Ready Ref.	38,987	39,804(+2.1%)	46,580(+17.0%)	47,935(+2.9%)	47,311(-1.3%)	+21.4%
Total - Research	5,260	9,780(+85.9%)	10,108(+3.4%)	11,426(+13.0%)	10,911(-4.5%)	+107.4%
Total - In person	26,341	32,314(+22.7%)	34,156(+5.7%)	34,291(+4.0%)	34,478(+0.5%)	+30.9%
Total - Phone	17,906	17,270(-3.6%)	22,532(+30.5%)	25,070(+11.3%)	23,744(-5.3%)	+32.6%
Total Questions	44,247	49,584(+12.1%)	56,688(+14.3%)	59,361(+4.7%)	58,222(-1.9%)	+31.6%
% Ready Ref./Total	88.1%	80.3%	82.2%	80.8%	81.3%	
% Research/Total	11.9%	19.7%	17.8%	19.2%	18.7%	
% Phone/Total	40.5%	34.8%	39.7%	42.2%	40.8%	

REFERENCE - REFERENCE ACTIVITY 1977/78-1981/82

	1977/78	1978/79	1979/80	1980/81	1981/82	% change per 5 years
Ready Ref. - In person	37,418	38,028(+1.6%)	38,197(+0.44%)	40,554(+6.17%)	44,572(+9.9%)	+19.1%
Ready Ref. - Phone	26,044	21,977(-15.6)	24,409(+0.97%)	28,327(+16.1%)	25,159(-11.2%)	- 3.4%
Research - In person	4,327	4,077(-5.8%)	4,814(+18.0%)	5,775(+19.9%)	4,194(-27.4%)	- 3.1%
Research - Phone	3,226	2,659(-17.6%)	2,850(+7.2%)	3,769(+32.2%)	2,932(-22.2%)	- 9.1%
Total - Ready Ref.	63,462	60,025(-5.4%)	62,606(+4.3%)	68,881(+10.0%)	69,731(+1.2%)	+ 9.9%
Total - Research	7,553	6,736(-10.8%)	7,664(+13.8%)	9,544(+24.5%)	7,126(-25.3%)	- 5.6%
Total - In person	41,745	42,105(+0.9%)	43,011(+2.2%)	46,329(+7.7%)	48,766(+5.3%)	+16.8%
Total - Phone	29,270	24,656(-15.8%)	27,259(+10.6%)	32,096(+17.7%)	28,091(-12.5%)	- 4.0%
Total Questions	71,015	66,761(-6.0%)	70,270(+5.3%)	78,425(+11.6%)	76,857(-2.0%)	+ 8.2%
% Ready Ref./Total	89.4%	89.9%	89.1%	87.8%	90.7%	
% Research/Total	10.6%	10.1%	10.9%	12.2%	9.3%	
% Phone/Total	41.2%	36.9%	38.8%	40.9%	36.5%	

PUBLIC SERVICES

The Public Services program includes three sections: Adult Services, Children's Services and the Branches. These sections provide the direct delivery of services to the public in the areas of reader's assistance, programming, public relations and publicity, and instruction in library use. In addition, four branch libraries (Allendale, Linda Vista, Santa Catalina and San Rafael) provide school library services to adjacent primary and elementary schools as part of a cooperative arrangement with the Pasadena Unified School District. A discussion of branch activities and services is included in another section of this report.

Adult Services

Within the last year, the primary responsibility of the Adult Services Section has shifted from selection of the majority of adult circulating books and patron assistance at the Book Information Desk in Central Library to planning, publicizing, and executing adult programming. The Adult Services staff began a systematic, intensive cooperative effort with the public and private high school librarians, faculty, and staff in the area; sent letters to 500 community organizations offering to provide booktalks and began to present the booktalks in the community; increased the number of nursing homes receiving library services; began providing a weekly library tour; presented speakers' programs with authors such as Chaim Potok, Thomas Thompson, Robert Cormier, and Anton Holden. In addition, they presented specialized programs such as the Elizabethan Extravaganza which had an audience of over 300. Also, they sponsored public forums on civic issues in conjunction with other community organizations and city agencies, such as the Hospice: An Alternative to Cancer Rehabilitation program in conjunction with Hospice of Pasadena and the Neighborhood Watch Fire Prevention Program presented at Central Library and at all eight branches in conjunction with the Pasadena Fire Department. They functioned as facilitators in helping branch libraries to present programs for adults. For example, they started the monthly booktalk luncheons at the San Rafael Branch. The Adult Services staff was instrumental in publicizing these events and library events as well as activities in general, including editing of In-the-Know, the monthly library newsletter. Also, the staff produced and distributed radio public service announcements, flyers and posters publicizing these events.

In addition to programming responsibilities, the Adult Services staff is responsible for selecting, updating, and weeding the majority of the books in the adult circulating book collection in Central Library. Additionally, the Adult Services staff assist Central Library telephone and walk-in patrons by helping to find books in GEAC and in the card catalog, by locating books on the library shelves, and by answering directional questions at the Book Information Desk.

Children's Section

In the fall of 1981, the Children's Section elucidated a goal of expanded programming for children, pre-school through junior high school. By the fall of 1982, this goal was largely realized in a wide variety of activities designed for enrichment and pleasure. These programs are in addition to the traditional children's activities offered, such as visiting schools, providing tours and programs to classes visiting the library and creating numerous booklists for teachers, parents and children.

To the weekly pre-school storyhour on Thursday mornings, two more storyhours have been added on Tuesday. An additional storyhour will begin in 1983 for another pre-school group and there will be a story time on Saturday mornings. Fifty to 200 pre-schoolers view films and filmstrips on Wednesday mornings. There are film programs for families on Friday and Saturday. After school activities on a regular basis include Dungeons and Dragons Clubs (Monday), Crafts (Tuesday), Chess (Wednesday and Friday), and Cinema for older children (Thursday). Every other Saturday, Creative Arts Club meets to do handicrafts such as puppets and to learn the art of sign language. Both hearing and hearing-impaired children participate. Once a month, the department has a "SPECIAL", which brings professional entertainers and artists such as magicians, musicians, dancers, dramatists, story tellers and puppeteers. Holidays are marked by additional celebrations with programs and refreshments.

In the future, programs will be adapted to the changing needs of the patrons, as they become apparent. The Summer Reading Club and other summer activities will continue to expand and further cooperative efforts with the schools will be implemented. It is expected that the Children's Section will be seen as a valuable resource for families desiring stimulating activities.

Filling the informational needs of patrons as well as enriching their cultural life will continue to be an important function of this department and materials will be purchased which aid in helping with homework assignments. Increased contact with the schools will continue the cooperation begun with assigned booklists and recognition of students participating in the Summer Reading Club.

The community interviews have indicated the need for the Pasadena Public Library to increase public awareness of its services, programs and existence, and to promote its visibility in the community. The planned reorganization proposes changing the function of the Adult Services Section to the programming and public relations arm of the library. Most of the responsibility for adult collection development, which has been a prime function of this section in past years, would be shifted to the Reference Service Area. This would consolidate and economize the book selection process, since both reference and circulating books in the same subject areas can be acquired in relation to one another as in the Business-Technology and Fine Arts Sections. The reference staff would also assume the public desk functions presently being performed by the Adult Services staff, as described in the reference service area portion of this report.

With the reorganization, Adult Services would follow the direction it has already embarked on this year, intensifying its programming efforts. In the several years prior to 1981, adult and young adult programming in the library has been practically nonexistent, whereas the Children's Section has traditionally offered a diverse program of activities for children. Adult Services, by shifting its emphasis, will be responsible for promoting the library in the community, planning and implementing a mix of cultural, educational and civic public events programs. Included in its responsibilities will be planning library exhibits, publicizing library programs in the commnications media, creating brochures that describe library services and compiling booklists.

From the Community Analysis interviews, it has been implied that the library needs to conduct more outreach in the community. Adult Services is already involved in contacting community organizations, giving booktalks to groups and extending library service to high schools and nursing homes. With the new configuration, it will aim at increasing the number of booktalks given, and outreach to community groups, nursing homes and high schools.

Both the Adult Services staff and Children's Section staff can act as resource people for the branches. They can help branch staff to develop skills, as they have recently done with training sessions on the art of giving booktalks and telling stories. Both sections can assist branches in preparing programs and summer activities. The Adult Services section has helped San Rafael Branch establish a book discussion groups and can similarily assist some of the other branches.

During the past fiscal year (1981/82), the Public Service Area staff has served a large number of people in the community through its many programs, class visits, audio-visual programs and outreach contacts, as shown in the following table:

	No. of Programs	Attendance
In-library service to groups and classes, programs and activities	3,020	71,391
Audio-visual programs	570	21,559
Extension service and community contacts	507	12,573
TOTAL	4,097	105,523

These activities culminated with a gala 100th Anniversary celebration on December 5, 1982 at the Central Library which attracted approximately 2,000 people from throughout the community. The programming efforts of the Public Services Area, accompanied by extensive publicity, have generated an enthusiastic response from the public. Plans are to continue offering a lively program of activities which will contribute to the cultural, educational and intellectual capital of the Pasadena community.

SUPPORT SERVICES

Support services, which consists of Technical Services and Circulation, coordinates the acquisition, organization, circulation access and inventory control functions of the library's collection of materials. Through the use of modern technology and improved clerical procedures, this unit's primary objectives are to provide maximum access to and availability of materials to the public at minimum cost. Services provided by both sections are essential for the orderly transfer of information to the general public.

Circulation

The circulation functions of the library have been fully automated over the past year through the implementation of the GEAC automated control system, which was jointly purchased by the cities of Pasadena and Glendale.

The computer is located in the basement of Pasadena's central library and is connected to Pasadena's eight branches and Glendale's six libraries via dedicated telephone lines. A total of 54 terminals are connected to this inventory-control and resource-sharing network. Two large disc drives contain enough storage capacity for the contents of the entire card catalogs and patron files of both cities. As of December 1982, records for more than 90,000 library users, nearly 300,000 titles and 800,000 copies have been entered into the system.

The tracking of materials is accomplished through the use of bar-encoded labels similar to those used in supermarkets. All users receive new library cards which contain a number and a corresponding bar code. Each book in the collection has a similar bar code. When a person wishes to borrow library material, a circulation clerk passes a scanning device first over the user's card, then over the book's bar code. The computer stores those two numbers, linked together with a due date until the material is returned. When the book is returned, the bar code is again scanned and the two numbers are separated. If materials are not returned, the computer automatically prints overdue notices at a frequency set by the library.

Additional functions can be performed by the computer, including the placement and notification of holds on materials that are wanted by users but are not available immediately. Also, the system permits stops to be placed on a library user's card, prohibiting the borrowing of materials until a given problem is resolved, such as over due materials, fines or faulty addresses.

The computer system will permit existing staff to handle substantial increases in library usage without increasing staff hours. In the first half of FY 82/83, circulation has increased 7.2% over the same period last year without creating any backlogs. The system has also substantially increased the collection of fines, due to increased controls on library materials.

The benefits of the computer system extend far beyond circulation. For the first time, a staff member or a user has full knowledge of the collection in all nine libraries in Pasadena. Prior to 1982, only the Technical Services section at Central had complete records on all titles and copies. In addition to knowing where copies are located, users also can find out the status of a copy, i.e., if it is on the shelf or checked out, and when it is due to be returned. Future developments on the computer will include the implementation of an ordering system and an online catalog.

Technical Services

The Technical Services Section handles the purchase, cataloging and processing of all library materials except periodical subscriptions. Intensive efforts have been made to streamline the department through the use of automation where feasible and through careful organization.

At the present time, materials are ordered and received manually. Three full-time staff handle the diverse tasks of typing orders, checking in receipts against invoices, claiming unreceived materials and verifying and validating the billing and payment. By mid-year 1983, an automated acquisitions system will be added to the GEAC circulation system. The new system will eliminate substantial paperwork not only in Technical Services but also in all public service departments which persently maintain files of on-order materials. Information regarding materials that are on order will be available from any terminal on the GEAC system. In addition to improved tracking capabilities, the new system will handle claiming, billing and periodicals and serials control. If the workload is sufficiently decreased, staff may be reallocated to public service areas.

Automation in cataloging has been in use in Pasadena since 1977, when the library joined OCLC, a not-for-profit catloging system that originates from Columbus, Ohio. More than 6,000 libraries nationwide use the more than seven million records that are available in the online database to classify books and other acquired materials. At the present time, one professional cataloger and three technicians classify the 12,000 titles purchased annually. Indexed cards are produced by OCLC, sorted for each location ready to file in the card catalog.

From the beginning, the bibliographic records used by Pasadena were saved by OCLC in a separate file, written onto a magnetic tape and mailed to the library on a quarterly basis. These records were added to the statewide Catalyst database and also became the core of the database for the GEAC circulation system. Since June of 1982, the OCLC records that are used each day are passed electronically to the GEAC computer. These records are processed each night and are added to the circulation database.

The final phase of automation for Technical Services will be to install an online catalog, thus eliminating the card files entirely. This system will also be added to the GEAC circulation system beginning in late 1983 and phased in to all locations over the next two years. Features will include

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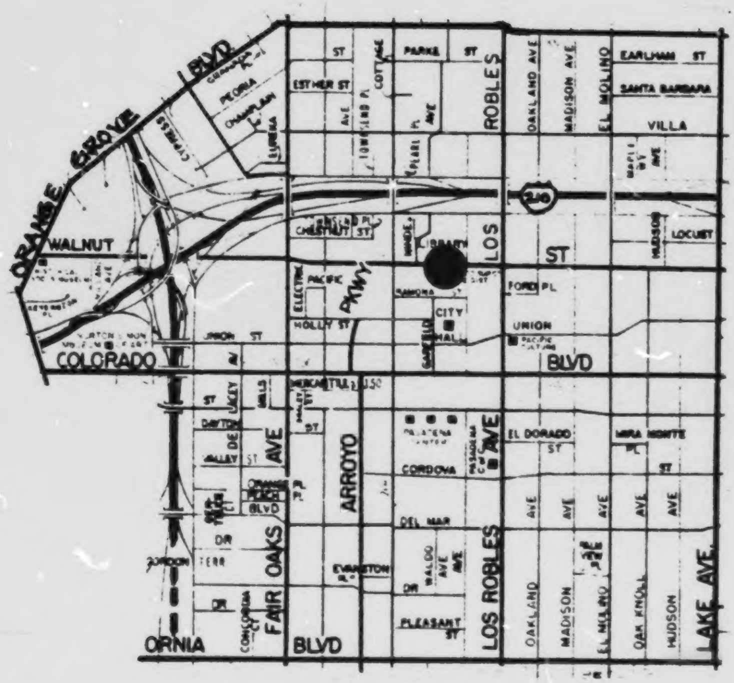
the capacity to search for wanted materials by any of the normal means now available in the card catalog, such as author, title, subject. Additionally, a user will be able to search by keyword through any part of the bibliographic record and will be able to limit searches by date, language, location and type of material.

Completing these complicated projects will require creativity, precision and much diligence on the part of all library staff, but more especially from Technical Services.


ORANGE GROVE BLVD
PEORIA
CHAMPLAIN
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WALNUT
COLORADO
ESTHER ST
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COTTAGE
PARKE ST
LOS ROBLES
OAKLAND AVE
MADISON AVE
EL MOLINO
EARLHAM ST
SANTA BARBARA
VILLA
LOCUST
CHESTNUT ST
LIBRARY
PACIFIC
ELECTRIC
PKWY
RAMONA
CITY HALL
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FORD PL
UNION
BLVD
HOLLY ST
DAYTON
DE LACEY
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AVE
ARROYO
CORDOVA
EL DORADO
MIRA MONTE
PL
DEL MAR
FAIR OAKS
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TERR
EVANSTON
WALDO AVE
PLEASANT ST
LOS ROBLES
OAKLAND
MADISON
EL MOLINO
OAK KNOLL
HUDSON
LAKE AVE
ORNIA
BLVD

Central Library Neighborhood

The following statistics are for the neighborhood surrounding the Central Library. A separate study was not done for this area, since the central facility serves the entire community in addition to its immediate neighborhood. However, these statistics are included here so that the demographics for the population residing in the central portion of the community are covered in this report.

CENTRAL LIBRARY NEIGHBORHOOD CENSUS STATISTICS

Total Population 18,627

Adult (ages 14 up)	86.2%
Juvenile (ages 0-13)	13.7%

	1980 Census	
	No. of Persons	%
Sex		
Male	9,010	48.4
Female	9,617	51.8
Race and Ethnic Background		
White	12,161	65.3
Black	2,963	15.9
American Indian	91	.5
Asian & Pacific Islander	749	4.0
Other	2,663	14.3
Spanish Origin*	4,747	25.5

*U.S. Census distributes Spanish origin among above racial groups, not included separately as a racial group.

	1980 Census	
Age	# Persons	%
0 - 4	1,101	5.9
5 - 13	1,467	7.9
14 - 19	1,169	6.3
20 - 24	2,496	13.5
25 - 34	4,341	23.4
35 - 44	1,774	9.6
45 - 64	2,965	16.0
65+	3,202	17.3
		100.0%

Households with one or more persons under 18	# of Households	%
Married couple family	917	58.0
Male householder, no wife present	111	7.0
Female householder, no husband present	498	31.5
Nonfamily household	55	3.5

Households with Persons 65 yrs & Over	# of Persons	% of Persons
In family household	1,015	31.7
In nonfamily household	1,608	50.2
In group quarters		
Inmate of institution	109	3.4
Other	470	14.7

Type of Group Quarters	# of Persons
Inmate of mental hospital	3
Inmate of home for the aged	128
Inmate of other institution	7
In college dormitory	164
Other in group quarters	771
Occupied Housing Units with No Car Available	2.223

School Enrollment	Total	Private School		Public School	
	# of Persons	# of Persons	%	# of Persons	%
Nursery School	125	53	42.4	72	57.6
Kindergarten/ Elementary (1-8 yrs.)	1,684	314	20.2	1,343	79.7
High School (1-4 yrs.)	451	18	4.0	433	96.0
College	2,307	1,017	44.1	1,290	55.9

Years of School Completed: Persons 18 and over		# of Persons	% of Persons
Elementary - High School	1-3 yrs.	3,621	23.3
High School	4 yrs.	3,636	23.4
College	1-3 yrs.	3,760	24.2
	4 yrs.	2,026	13.1
	5 or more yrs	2,464	15.9

Housing	Total # of Housiing Units	Renter Occupied #	Renter Occupied %
Occupied housing units	9,177	7,759	84.5
Condominium housing units	1,024	191	18.6
	Total # of Persons	Renter Occupied	
Persons in occupied housing units	17,516	9,461	54.0

Language	Age 5-17 # of Persons	Age 18+ # of Persons	Total # Persons	%
Speak only English at home	1,021	11,498	12,519	70.9
Spanish language spoken at home				
Speak English very well/ well	554	1,204	1,758	10.0
Speak English not well/ not at all	481	1,479	1,960	11.1
Other language spoken at home				
Speak English very well/ well	85	1,153	1,238	7.0
Speak English not well/ not at all	14	174	188	1.0

Employment Characteristics Of Persons 16 and Over	# of Persons	%
Armed forces	0	0
Civilian employed	9,531	60.3
Civilian unemployed	475	3.0
Not in labor force	5,803	36.7

Presence and Age of Children of Working Mothers	In Labor Force # of Persons	%	Not in Labor Force # of Persons	%
Mothers with children under 6 yrs.	418	52.1	384	47.9
Mothers with children 6 to 17 yrs.	404	65.0	218	35.0

Occupation	# of Persons	% of Persons
Managerial & professional	3,262	34.2
Technical, sales & clerical	2,939	30.8
Service occupations	1,158	12.1
Agriculture	253	2.7
Production, craft & repair	629	6.6
Machine operators & laborers	1,292	13.6
		100.0%

Household Income in 1979	# of Householders	% of Households
$ 0 - $ 4,999	1,908	20.6
5,000 - 9,999	1,954	21.1
10,000 - 14,999	1,868	20.2
15,000 - 19,999	1,006	10.9
20,000 - 24,999	710	7.7
25,000 - 29,999	573	6.2
30,000 - 39,999	529	5.7
40,000 - 49,999	253	2.7
50,000 - 74,999	271	2.9
75,000 & over	176	1.9
		100.0%

Median Household Income $15,026

Poverty Status	# of Persons	% of Persons
Income above poverty level	14,524	79.1
Income below poverty level	3,828	20.9

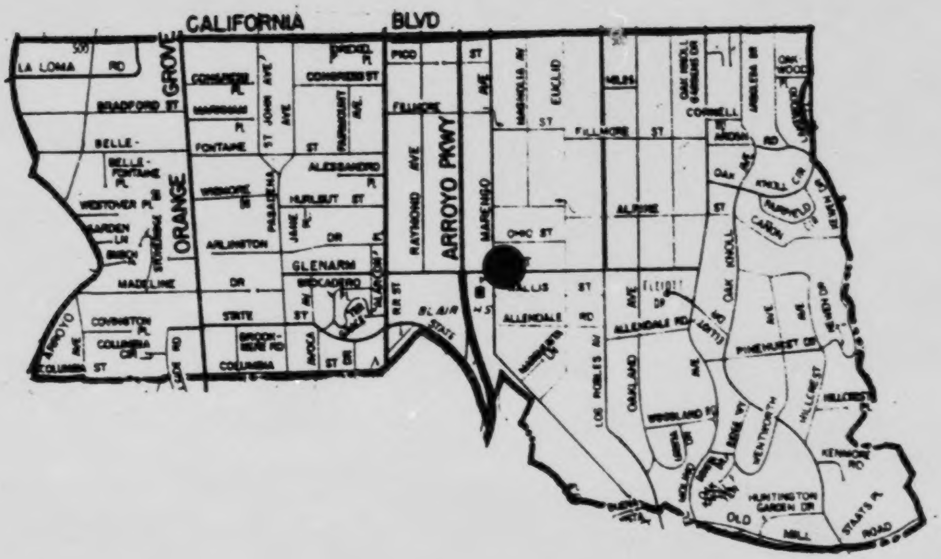
THE BRANCH LIBRARIES

Since each of the eight branch libraries contributes to the identity of its neighborhood, a mini-community analysis was undertaken for each of the branch service areas. Branch librarians defined the boundaries of their neighborhood, keeping in mind census tract lines where applicable.

The branch community analysis consists of four major components. The branch community is observed from several perspectives: The location, activity and appearance of the neighborhood (garnered by branch staff from the 'walkabouts'), pending issues and changes impacting the community, and the groups, such as schools, churches and neighborhood asociations which exist in and help to define the area. All of this is considered 'lifestyle' data. The demographics of each branch service area, based on block statistics compiled by the Rose Institute, describe the composition of the branch area population in terms of age, race, occupation, income, family structure, etc. This community data is then observed in terms of branch library data. An analysis of the registration file (forms filled out by users obtaining a library card) and the user characteristics of respondents to the library User's Survey yields a profile of the branch library user. This may vary substantially from the demographic profile of the neighborhood for a variety of reasons. The final component of the analysis is a study of the branch library in terms of changing book and usage statistics compiled over six years (1976/77 to 1981/82) and in terms of current branch activities and interfacing with the neighborhood.

A note of caution about the statistics following each branch report - the census data received from the Rose Institute is in 'raw' form, based on actual numerical responses to the census questionnaire. Hence, population totals from the various tables are not consistent. The library registration statistics also contain a discrepancy in that the total number of patrons registered at each branch differs from the actual numerical breakdown of user characteristics. This is because complete data was not available for all users registered. Therefore, the analysis was made of those users only where the information was known.

These descriptions of the branch communities and libraries are informational rather than evaluative. It is expected that the branch staff will use this data in reaching their goal of designing their collections, services and programs to reflect the character and needs of the neighborhood.


CALIFORNIA
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WESTOVER PL
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ARROYO
AVE
COVINGTON PL
COLUMBIA
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PASADENA
ARLINGTON
GLENARM
STATE
HURLBUT ST
ALESSANDRO
CONGRESS ST
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OAKLAND
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CORNELL
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CAÑON
FAIRFIELD
ELLIOTT DR
PINEHURST DR
WENTWORTH
HILLCREST
WOODLAND RD
KENMORE RD
HUNTINGTON GARDEN DR
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Allendale Branch Service Area

ALLENDALE BRANCH LIBRARY

Branch History

What is now the Allendale Branch Library was once an isolation hospital. It opened briefly on November 28, 1923, accommodated three cases of smallpox, and then was closed down one month later by Superior Court injunction. In 1932 the U.S. Public Health Department established a research laboratory there for the study of parrot fever. The Pasadena Public Health Department later used the building as a laboratory for rodent control.

In 1949 the City Board of Directors approved converting the hospital building, which was then being used as emergency living quarters by families of veterans, into a branch library. The library was to be the third component in a unique joint project between the City and the Board of Education. They planned to develop a block for both municipal and school use, to consist of a new elementary school, a city park that would also serve as a school playground, and a branch library.

The totally remodeled Allendale Branch opened on February 5, 1951, the first new branch library in 20 years. Designed by city architect, Walter Beckwith, the adobe ranch style building featured a fireplace, large redwood planters, wide windows and a door opening onto a fenced patio. Another door opened into the park area equipped with picnic tables and barbeque facilities. The Star News of February 3, 1951, reported that "Everything is furnished, but the patrons must bring their own steaks to barbeque". Heralded as a model representing the best in library standards, the branch was visited by people from other libraries, schools, and even the Ford Foundation.

Mrs. Gertrude Hunt, appointed branch librarian, characterized the Allendale community as "fairly settled down and stable, and mostly upper middle class". The branch neighborhood looked like this: To the east, large estates and winding roads; to the west, an industrial area extending to Fair Oaks, whereupon a residential area with increasingly spacious homes resumed; to the immediate south, the United Geophysical Laboratories under construction and beyond, San Marino. A great amount of commuter traffic rushed in and out of Los Angeles along the Arroyo Parkway and Glenarm. A map study pinpointing where the Allendale patrons were residing, revealed that most borrowers clustered around the immediate vicinity of the branch. An increasing number came from west of the Arroyo Parkway, but few came from north of California Boulevard.

From the very beginning, the closest cooperation was established between the Allendale Library and the Allendale School. The librarian was included in all school functions and assemblies. The branch sponsored teas for Allendale teachers. The P.T.A. Allendaly News carried a regular library column and the P.T.A. had a special library committee. Every child from Allendale School visited the library biweekly with a class. During noontime, the library was filled with children from the upper grades. Teachers encouraged their students to participate in the library's summer reading program. Also, the Recreation Department staff worked closely with the branch to coordinate their playground summer crafts program. Allendale was a unique and exemplary neighborhood center, combining school, library, park and recreation resources.

During its first year of business the Allendale Branch circulated 50,000 books, magazines and newspapers. The branch was now open on Wednesdays, the day it had previously been closed. However, the small size of its collection (7,313 books for fiscal 1951-52) was a frustration for both the librarian and avid adult readers. It was necessary to borrow heavily from the Central Library. In 1952-53 a very popular monthly movie night was started, which fulfilled the community's need for worthwhile educational programs.

By the mid-fifties, the Allendale Branch had substantially expanded its service. The book collection had doubled. Deposit collections of books were left at the Huntington Memorial Hospital Nurse's School and at Newman Rest Home. The branch had initiated a pre-school story hour and was serving four elementary schools as well as Westridge School, and a pre-school. In 1956 a special section for young adult books was created, in order to encourage more branch usage by junior and senior high school students. A cooperative purchasing agreement was worked out with Hill Avenue Branch to share new fiction and non-fiction books, later replaced by the 'Interbranch collections', which circulated from branch to branch on an east and west circuit.

Ten years after its beginning in 1961, the Allendale Branch was open one night instead of two, the teachers' teas had been discontinued, the movie program was dropped because of low attendance, and the deposit collection at Huntington Nurse's School had 'died a natural death'. The branch continued to receive visits from five neighborhood schools, and was open extra hours during the summer.

In 1964 Mr. Edward J. Flynn formed the Friends of the Allendale Branch Library. A City library bond issue was passed, which earmarked $53,000 for an addition to Allendale Branch. The same year, Blair High School opened, changing Allendale Branch from a quiet neighborhood library to an "instant service and instant reference center" for approximately two hours every afternoon. In 1965 school district officials expressed interest in acquiring Allendale Branch as an addition to the Blair campus. The Library Board agreed to sell and relocate Allendale, but the 1966 school bond issue, which was to provide funds for the transaction, did not pass.

In the Spring of 1967 the Library Board considered consolidating Allendale and Hill Avenue Branches into a larger and better-equipped new branch in the South Lake area. A feasibility study conducted by the Library Board considered the cost of having eight branches in Pasadena. After listening to vehement protests from users of both branches, the Library Board voted unanimously in October to continue the two branches in order "to maintain the level of service above the national average to be among the leaders in setting library standards".

There was further discussion in 1968 on whether it would be best to enlarge the branch or replace it with a new building. In July, 1968, the Pasadena Board of City Directors approved using $25,000 left from the 1964 bond issue to remodel and air condition Allendale Branch. Designed by architects

Haynes and Oakley, construction on the building was completed in April, 1969. It included the creation of separate reading areas and book stack sections for children and adults, relocating the staff workroom to a new room addition, and installing new lighting and air conditioning.

The 1970's saw changes in the community and more ups and downs for the continuation of the branch. Part of the community was quite stable, with people who had lived there 30-40 years. New apartments were being constructed, bringing in retired couples and young married couples. A number of Spanish-speaking people moved in, and the branch began to acquire Spanish language materials. There were also several Japanese and Chinese families in the area. In 1970 the grade configuration for Allendale School was changed to grades K-3, and Blair High now had 9th graders. A monthly program featured evening films, with a fire lit in the branch's fireplace.

In 1971, Blair High School once again displayed interest in acquiring the Allendale Branch Library property, this time in exchange for temporary rooms at Allendale Elementary School. The Library Board reconsidered their earlier proposal to consolidate Allendale and Hill Avenue Branches, and initiated a study of residence locations of Allendale and Hill users. Allendale usage patterns showed that most patrons were within walking distance of the branch. It also revealed a continuing decline in children's circulation, attributed to the loss of 3rd through 5th grades at Allendale Elementary School, lessened after school usage due to busing, and the presence of Blair High School students during lunch and after school in the Allendale recreation area.

A survey conducted by the Allendale PTA indicated community support of the branch library, with a majority favoring the relocation of the branch within the same service area if such a move was necessary. The Library Board felt that better library service could be provided if the branch were relocated to the north in a larger building with less expensive upkeep. It responded favorably to a proposed plan to combine a new fire station and branch library in the area of California and Los Robles. The City applied for a federal grant for the construction, but the plan was dropped in May, 1972, when funding was not forthcoming.

In January, 1976, a report issued by Griffenhagen-Kroeger, a consulting firm hired by the City of Pasadena to perform a cost effectiveness study of the library, recommended closing the Allendale Branch Librrary, as well as two other branches. The report cited low daily circulation figures as the justification for closure, even though Allendale circulation had shown an increase of about 6% in 1974-75. It suggested that the branch could be sold to the Pasadena Unified School District, a proposal later rejected by the Board of Education.

Residents from the area served by Allendale launched a letter-writing campaign to oppose the closure. A petition with 474 signatures was submitted by the Allendale community to the Library Board. The following month, in February, the City Board voted to keep all branches open.

In 1976-77 Allendale was the smallest branch in size of building and collection. Yet it was the 6th of 8 in circulation and either the 4th or 5th in the number of walk-in patrons.

Allendale Branch has withstood two additional attempts at closure. Following the passage of Proposition 13, it was one of five branches targeted for closing. In May of 1979 it was singled out for closure when City departments were asked to make reductions for the 1979-80 budget. The City Board approved a reduction in the library budget by an amount equal to closing the branch. Allendale was slated to be closed at the end of September, 1979. However, closure was postponed pending negotiations for joint financial support of the branch by the City and the Pasadena Unified School District. In November, 1979, the Pasadena City Directors approved a cooperative arrangement with the City Schools for providing elementary school library services to the adjacent schools at Linda Vista, Santa Catalina and Allendale branches.

During these times, the Allendale community rallied to the support of the library, stressing its importance to the neighborhood and the benefit it provided to the young and the elderly. Petitions were circulated, and both the Pasadena Library Board and the Library Friends urged concerned citizens to write to the City Board of Directors. It is evident from the strong public reaction that the Allendale Branch Library serves as a nucleus for its neighborhood and a cultural and educational resource that is valued as a community asset.

The Branch Community

The Allendale branch service area covers a large section in the south central portion of the Arroyo, on both sides of Arroyo Parkway. It encompasses two census tracts from California Boulevard on the north to the Pasadena city border on the south and from the Arroyo on the west to the eastern city border south of Lake Avenue. The cities of South Pasadena and San Marino are contiguous with the southern and eastern borders of the Allendale area.

There are five main residential clusters dispersed in this community. East of Arroyo Parkway, the Oak Knoll neighborhood surrounding the Huntington-Sheraton Hotel consists of large homes and mansions. The cluster of single residence homes located in the Madison Heights neighborhood are spacious, with distinctive architectural styles. Close to the Allendale branch along Marengo, there are apartments, many of which have been recently converted into condominiums. The area to the west of Arroyo Parkway, along California and Orange Grove, contains luxurious condominiums, apartments and historic houses. The neighborhood bounded by Orange Grove and the Arroyo is famous for the beautiful homes of millionaires built around the turn of the century and for its many craftsman-style homes.

The Allendale area is near major commercial districts. Residents in the eastern portion are close to the South Lake shopping district with its many quality stores and markets. On the west side, the recently built Orangewood Shopping Center contains a supermarket and a group of specialty shops. Fair Oaks and Arroyo Parkway, which cross the neighborhood north and south are major arteries serving the entire city. These streets have a myriad of businesses and offices, light industry, gas stations, restaurants, coffee shops and retail stores. New office complexes are under construction along the Arroyo Parkway, upgrading its appearance. On Fair Oaks, close to the Huntington Hospital and Congress Convalescent Home, there are many doctor's suites and office buildings.

The Pasadena Freeway feeds directly into the Allendale neighborhood, and its proximity is both cause for attraction of residents into the area as well as reason for concern. Both the Oak Knoll and Madison Heights neighborhoods have been impacted by the heavy volume of traffic exiting the freeway and flowing into these residential areas. The neighborhood residents' associations, working closely with city staff and a traffic consultant, have developed a neighborhood traffic plan intended to divert automobiles from the area, thereby preserving the integrity of the neighborhoods. The plan would employ measures such as temporary barricades, half-closure of streets and 'no turn' signs to re-route traffic away from the residential areas along a specified east-west route. A ninety-day test of the plan, which has generated considerable controversy, has been approved by the City Board of Directors, but is awaiting release of an environmental impact report.

The implementation of the neighborhood traffic plan will have a direct impact on the Allendale Branch Library since it will affect the routes to the library used by patrons in these neighborhoods. It is important that the branch library remain informed on the issue through close contact with the Oak Knoll and Madison Heights Associations, which have held several meetings across the street at Allendale School. The Allendale Branch Library, which has the traffic consultant's report should make an effort to develop a collection of information on the subject, in order to become a resource for the residents of its neighborhood.

Activity at Allendale Branch Library is very much influenced by the branch's proximity to Blair High School, located across the street, and Allendale Primary School, just down the same block. A small percentage of neighborhood children attend these schools, the majority of students are bussed in. The Allendale Branch Library is participating in the School-Library Cooperative Project with Allendale Primary School (grades K-3). Once a week, each of the 14 classes from the school come to the branch library for skills lessons, booktalks and stories. Over 40% of children at the school are Spanish surnamed and 36.9% are Black. The students from Blair High School have been using the branch in increasing numbers during lunch hours and after school. They visit for research and to read newspapers and magazines. A class of hard-of-hearing from Blair makes weekly visits to the branch.

Three well-known private schools in the area, Polytechnic, Mayfield and Westridge, are attended by some of the neighborhood children. These schools do not send classes to the branch, although Mayfield classes did visit weekly during the summer. Children's House and Cambridge House, private schools that also offer daycare services, bring children to the branch once a month during the school year as well as weekly during the summer. With classes from Allendale Preschool (housed at Allendale Primary) also making weekly visits, the Allendale Branch has a full schedule of service to classes.

Allendale Branch is situated next to Allendale Park. Besides providing an attractive setting, the park brings in children who use it for recreational activities such as Little League and soccer. During the summer the Recreation Department offers an activity program at the park, working closely with the branch library staff.

Demographics

Like other areas of the city, the Allendale population is primarily composed of people 25 years and older, who constitute 71.2% of the total. The highest proportion of people (22.8%) are ages 45-64 years, although ages 25-34 have experienced the most growth in numbers since 1970. Allendale (along with Lamanda Park Branch) has the largest proportion of senior citizens in its population (18.6%) compared to other neighborhoods in the city. Eighteen percent of these senior citizens live in homes for the aged, presumably near Huntington Memorial Hospital. The number of children under age 14 has declined by more than 29% since 1970.

Racially, the majority (87%) of the Allendale area population is White. Asians make up 5.4%, the second highest number, and Blacks are 3.2%. There are also 10.6% of Spanish origin distributed among the various racial groups. The community is English-proficient. Only 2.1% of those speaking another language at home do not speak English well.

Most of the people (72.1%) over 18 in the community have some college education — in fact 44.8% have completed four or more years of college. A majority (55.5%) of children attend private schools at the kindergarten and elementary school levels and quite a few (46.9%) at the high school level.

A high proportion (61.6%) of women with children are working, particularly those with school-age children 6 to 17 years of age. Most people in the community are engaged in white collar occupations, with 45.3% in managerial and professional jobs and 34.5% employed in technical, sales and clerical jobs. The median household income for the Allendale community is $24,756, although 20.7% of the population has an income above $50,000 and 17.9% have an income below $10,000.

Reflecting the diversity of housing in the area, 31.6% of residents are renters. There are 485 condominium units and of total occupied housing units, 47% are renter-occupied.

User Profile

The many classes coming to the Allendale Branch from the school-library cooperative and other schools have a direct relationship to the ratio of adults and juveniles registered at the branch. Before the fall semester, the branch registered 81.7% adults to 18.1% children. Registration after school started shows 49.1% adults to 50.9% children. In contrast, children under 14 years compose only 13.1% of the branch population.

Proximity of the branch to Blair High School is reflected in the high proportion of teenagers (22.5%) registered at the branch. An examination of the distribution of adult users reveals that although Allendale has a high proportion of seniors in its population, a small proportion of these are registered at the branch. There is also a correlation between the heavy usage of the branch by students and the distribution of users by race. Whereas 48.8% of branch registrants are White, 22.5% are Black and 19.6% are Hispanic, a high percentage in comparison to their representation in the Allendale population.

Most of Allendale's patrons are Pasadena residents. However, out of a total population of 9,403 in the Allendale branch service area, only 12.4% are registered at the branch. Actually, the percentage of the Allendale population registered at the branch may be even lower, since many of the branch's registrants are students who do not live in the neighborhood, but do live in Pasadena.

A comparative profile of the adult library user can be seen from the library's User Survey. In this, the majority of respondents (70%) were 35 years and older and 78% were White, 8.0% were Black. Twenty percent were 14-19 years old. Those answering the survey fell into four major occupation groups: Homemaker (34%), student (22%), professional (16%) and retired (12%). More than 58% completed four or more years of college. Fifty-four percent had an income of $25,000 or over. Most (78%) filling out the survey were women, who constitute 54.0% of the Allendale population and 58.1% of branch registration.

The respondents are frequent users of the branch — 68% visit it once a week and 26% once every two weeks. Most (44%) use the branch for leisure reading or for school-related information (22%).

The Branch Library

The Allendale Branch is a small branch that lacks a meeting room and space to expand its book collection. Nonetheless, over the past several years it has shown an increase in activity, no doubt due to its busy class program. Although it has the smallest book collection of the branches, Allendale has had a steady yearly rise in circulation which has increased by 21.4% since 1976/77.

Turnover rate of Allendale's book collection is second highest in the Pasadena library system, an indication that the books in the branch are well used. The proportion of adult to juvenile books has been adjusted to meet the heavy demand for children's material by visiting classes. The branch now has 43.1% adult books to 56.9% juvenile books. Like most of the smaller branches, however, it is devoting 37.3% of its book budget to children's books. The strength of the children's book collection is the picture book collection. Books in Spanish have also been added. However, with the changing school configuration, the Allendale Branch will need to evaluate its children's collection, possibly adding more books for the upper elementary grades. The adult book collection emphasizes popular fiction, best sellers, and biographies, since these are most frequently requested by users. Although the branch does not have a young adult collection per se, it has set aside a shelf for Blair High School and is working with the English department at Blair to add to the collection.

The number of reference questions has also risen dramatically at Allendale Branch, which can be accounted for by increased usage by Blair and Allendale students. The reference staff at Central has assisted the branch in weeding its reference collection, but the collection still needs updating.

Predictably, with the start of the School-Library Cooperative in 1980, the number of class visits to Allendale increased greatly. During the past year it served 381 school classes. Classes from the School-Library Cooperative visited the branch up to the last day of school. The branch held a graduation party for third graders, working with Allendale School. In addition, 40 preschool classes visited the branch, a 29% increase in the last four years. However, regularly scheduled neighborhood preschool stories attract an average of only four to five children.

The Allendale Branch has scheduled a variety of family programs, including films, holiday programs, an author visit and summer children's activities. Its 100th Anniversary party was most successful. Although classes have greatly contributed to its viability, the Allendale Branch Library continues to function as the neighborhood library for many of the children and adults in its community.

BRANCH CENSUS & REGISTRATION STATISTICS

ALLENDALE BRANCH

Total Neighborhood Population	9,403	Total Library Cards Issued	1,415
Adult (ages 14 up)	86.9%	Adult	49.1%
Juvenile (ages 0-13)	13.1%	Juvenile	50.9%

Residency of Library Card Holders

Pasadena	82.6%
Altadena	9.8%
L.A. County	1.8%
Arcadia	%
San Marino	1.1%
South Pasadena	2.0%
Sierra Madre	.3%
Other	2.3%
	100.0%

% of neighborhood population registered at branch 12.4%

	1980 Census		Registration	
	No. of Persons	%	No. of Persons	%
Sex				
Male	4,325	46.0	402	41.9
Female	5,078	54.0	557	58.1
Race and Ethnic Background				
White	8,185	87.0	468	48.8
Black	298	3.2	216	22.5
American Indian	24	0.3	0	0.0
Asian & Pacific Islander	504	5.4	59	6.2
Other	392	4.2	28	2.9
Spanish Origin*	997	10.6	188	19.6
				100.0%

*U.S. Census distributes Spanish origin among above racial groups, not included separately as a racial group.

	1980 Census		Registration	
Age	# Persons	%	# Persons	%
0 - 4	418	4.5	5	0.5
5 - 13	805	8.6	483	50.4
14 - 19	674	7.2	216	22.5
20 - 24	801	8.5	40	4.2
25 - 34	1,698	18.1	67	7.0
35 - 44	1,098	11.7	45	4.7
45 - 64	2.132	22.8	59	6.1
65+	1,738	18.6	44	4.6
		100.0%		100.0%

Percentage Distribution of Adult Users (14 yrs. up)	1980 Census %	Registration %
Total	100.0	100.0
14 - 19	8.3	45.9
20 - 24	9.8	8.5
25 - 34	20.9	14.2
35 - 44	13.5	9.6
45 - 64	26.2	12.5
65+	21.3	9.3

Households with one or more persons under 18	# of Households	%
Married couple family	707	76.0
Male householder, no wife present	32	3.4
Female householder, no husband present	181	19.5
Nonfamily household	9	1.0

Households with Persons 65 yrs & Over	# of Persons	% of Persons
In family household	552	41.5
In nonfamily household	532	40.0
In group quarters		
Inmate of institution	246	18.5
Other	0	0.0

Type of Group Quarters	# of Persons
Inmate of mental hospital	0
Inmate of home for the aged	254
Inmate of other institution	0
In college dormitory	0
Other in group quarters	14

Occupied Housing Units with No Car Available	
	269

School Enrollment	Total	Private School		Public School	
	# of Persons	# of Persons	%	# of Persons	%
Nursery School	102	96	94.1	6	5.9
Kindergarten/ Elementary (1-8 yrs.)	847	470	55.5	377	44.5
High School (1-4 yrs.)	433	203	46.9	230	53.1
College	962	300	31.2	662	68.8

Years of School Completed: Persons 18 and over		# of Persons	% of Persons
Elementary - High School	1-3 yrs.	760	9.8
High School	4 yrs.	1,399	18.1
College	1-3 yrs.	2,115	27.3
	4 yrs.	1,603	20.7
	5 or more yrs.	1,862	24.1

Housing	Total # of Housing Units	Renter Occupied #	Renter Occupied %
Occupied housing units	4,024	1,892	47.0
Condominium housing units	485	33	6.8
	Total # of Persons	Renter Occupied	
Persons in occupied housing units	9,101	2,372	31.6

Language	Age 5-17 # of Persons	Age 18+ # of Persons	Total # Persons	%
Speak only English at home	991	6,298	7,289	81.0
Spanish language spoken at home				
Speak English very well/ well	109	739	1,083	7.5
Speak English not well/ not at all	21	99	120	1.3
Other language spoken at home				
Speak English very well/ well	135	835	970	10.8
Speak English not well/ not at all	6	63	69	.8

Employment Characteristics Of Persons 16 and Over	# of Persons	%
Armed forces	8	0.1
Civilian employed	4,988	62.7
Civilian unemployed	143	1.8
Not in labor force	2,813	35.4

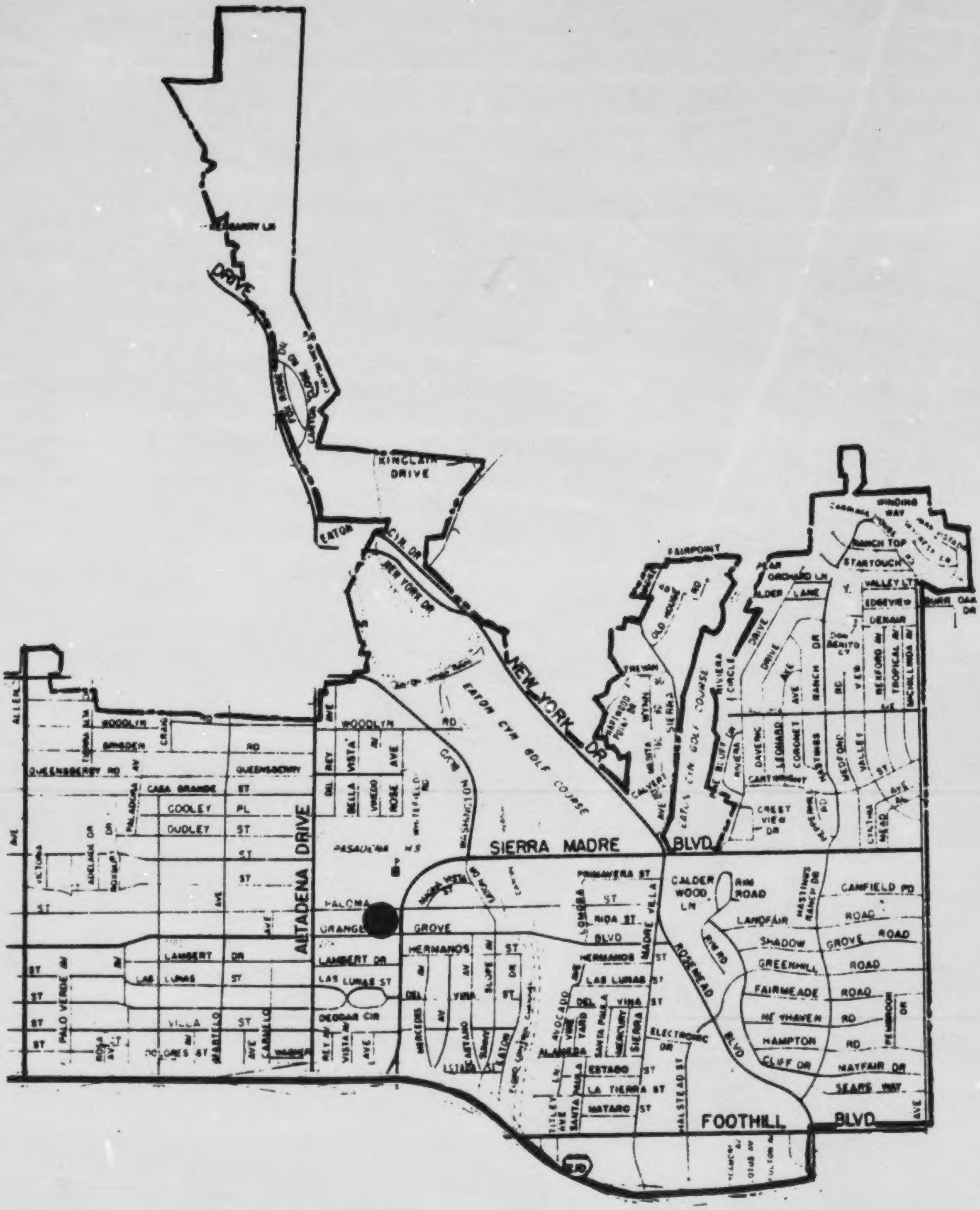
Presence and Age of Children of Working Mothers	In Labor Force # of Persons	%	Not in Labor Force # of Persons	%
Mothers with children under 6 yrs.	199	54.8	164	45.2
Mothers with children 6 to 17 yrs.	344	66.3	175	33.7

Occupation	# of Persons	% of Persons
Managerial & professional	2,262	45.3
Technical, sales & clerical	1,719	34.5
Service occupations	433	8.7
Agriculture	42	0.8
Production, craft & repair	273	5.5
Machine operators & laborers	259	5.2
		100.0%

Household Income in 1979	# of Householders	% of Households
$ 0 - $ 4,999	312	7.7
5,000 - 9,999	411	10.2
10,000 - 14,999	495	12.2
15,000 - 19,999	458	11.3
20,000 - 24,999	441	10.9
25,000 - 29,999	338	8.3
30,000 - 39,999	499	12.4
40,000 - 49,999	257	6.3
50,000 - 74,999	443	10.9
75,000 & over	395	9.8
		100.0%

Median Household Income $26,342

Poverty Status	# of Persons	% of Persons
Income above poverty level	8,438	92.3
Income below poverty level	705	7.7


SINCLAIR DRIVE
EATON
CYN DR
NEW YORK DR
EATON CYN GOLF COURSE
SIERRA MADRE BLVD
ALTADENA DRIVE
WOODLYN RD
QUEENSBERRY RD
CASA GRANDE ST
COOLEY PL
DUDLEY ST
PASADENA H.S.
PALOMA
ORANGE GROVE BLVD
LAMBERT DR
LAS LUNAS ST
VILLA ST
HERMANOS ST
PRIMAVERA ST
RIDA ST
MADRE VILLA
ROSEMEAD BLVD
CALDERWOOD LN
RIM ROAD
HASTINGS RANCH DR
CANFIELD RD
LANGFAIR ROAD
SHADOW GROVE ROAD
GREENHILL ROAD
FAIRMEADE ROAD
NEW HAVEN RD
HAMPTON RD
CLIFF DR
MAYFAIR DR
SEARS WAY
FOOTHILL BLVD
ESTADO ST
LA TIERRA ST
MATARO ST
HALSTEAD ST
ELECTRONIC DR
FAIRPOINT
RIVIERA
CREST VIEW DR
STARTOUCH
VALLEY VIEW
EDGEVIEW
DENAIR
WINDING WAY
PALO VERDE AV

Hastings Branch Service Area

HASTINGS BRANCH LIBRARY

Branch History

In 1882, Charles Cook Hastings purchased 1100 acres of land between Pasadena and Sierra Madre for the grand price of $7 per acre. Hastings had arrived in California in 1849 during the height of the Gold Rush and made his fortune by operating a string of general stores which sold supplies to miners. He named his ranch 'Mesa Alta Rancho' and began the planting of 300 acres with grape vines and the construction of a mansion.

Soon after, he died and his son, Charles Houston Hastings, assumed responsibility for the land. Charles Houston Hastings imported unusual specimens of plants and trees and populated the ranch with peacocks, pheasants, cats, dogs (32 collies) and champion horses. Hastings had a passion for horses. Colorful riding and hunting expeditions originated from his ranch, and the Tournament of Roses, from the time of its inauguration, regularly featured a Hastings entry.

The Hastings mansion was never fully completed. Hastings believed that since he inherited his house unfinished, so it should remain - resulting in walls being torn down before a room was half built. On February 16, 1928, the Hastings mansion caught fire and burned to the ground. After that, the ranch fell into a state of disrepair, and its operation was left to managers.

Following the death of Charles Houston Hastings in 1942, the ranch was sold by the Hastings Foundation to a syndicate for over $1 million. The land was subdivided into luxury housing tracts. In the late 1940's about 600 homes were built in lower Hastings, in the early 1950's eight hundred houses were constructed by Coronet Homes, Inc., and in the early 1960's the top northern portion of the ranch was developed.

In 1951, immediately after the City Board of Directors had authorized constructing three new branches — Linda Vista, San Rafael, and a Brigden Road branch in East Pasadena — the City Manager announced that he had already acquired property for a fourth branch. The land, located on E. Orange Grove Boulevard and Sierra Madre Villa Boulevard, had been used by the Water Department for reservoir purposes, and it would now be used to build a Hastings Ranch branch library. Hastings was ranked fourth in priority of the branches to be built when funds for construction became available. In 1956 a city bond issue provided money to build three, instead of four branches, with Hastings designated as the third to be completed.

There was a great need for a branch in the Hastings Ranch area. With the development of subdivisions in the Hastings Ranch and Coronet sections, the population in the northeastern section of Pasadena had increased rapidly. Young couples with growing families had moved in, and new schools in the area were built (Field and Don Benito elementary schools and Assumption of the Blessed Virgin Mary School). The Lamanda Park Branch was inundated with trying to serve the entire eastern portion of the city, circulating about 1000 books a day. Yet many residents were not being served, because of the distance of the Lamanda Park branch from the Hastings Ranch area.

The Hastings Branch opened its doors on February 17, 1959. It was the eighth and last Pasadena library branch to be built, completing the plan to bring library service within a mile of every home in Pasadena. Designed by the Architect, Robert H. Ainsworth, the 4600-square foot brick building had a total capacity for 18,000 volumes, a meeting room, ample parking, and was expected to circulate 500 to 600 books a day.

The new Hastings Branch was in the center of activity. The Foothill-Rosemead Shopping Center had just opened and a new high school to the west was being built. A golf course to the north and a major park-recreational area along Eaton Canyon were in the planning stages. Employees from nearby offices and plants were anxious to use the new library and arrangements were made to open it at twelve o'clock, one hour earlier than usual. The many young families in this affluent area were ambitious for their children, wanting them to use the library. During its first two weeks of businesss, the branch circulated over 3,000 books.

Demand for books, particularly in the juvenile section, exceeded the supply, even though books were borrowed from other branches and central. Fifth and sixth grade classes from Eugene Field and Don Benito Schools visited the library monthly, and Assumption and Hale Schools hoped to be added as soon as the book collection was adequate. Students flocked to the library for help with their assignments and on some evenings, every seat in the library was filled. The average attendance at pre-school story hours was 34 children.

By June, 1962, the book collection had doubled from 7,251 to 15,197 books. The branch continued to be heavily utilized. The passage of a bond issue in 1964 made possible expansion for added space for books, readers, and parking. The new addition, which increased the library area from 4,600 to 7,800 square feet was completed in April, 1967. It provided a new section with an entrance facing north. The amount of parking was doubled.

In 1970, the Hastings Branch was a busy and thriving branch with the highest circulation. Now that many of the children in the neighborhood had become teenagers, a special effort was made to appeal to young adults. New paperback racks for young adults were purchased and the branch sponsored film programs, a macrame club, a motorcycle demonstration, and other activities. For senior citizens, large-type books were purchased, and books on black studies were acquired to meet the needs of children now being bussed to nearby schools. The branch sponsored a series of successful programs in the early seventies, including a Tai Chi Chuan demonstration, music concerts and a popular international cooking contest that was held for several years.

Hastings Branch received a gift of $3,259 in November, 1972 from the Upper Hastings Ranch Association. The money had been collected ten years earlier for the purpose of suing the telephone company for poor service. However, service improved and the suit did not materialize. The branch used the gift funds to start a cassette collection, with racks and a listening post, and also purchased a movie projector and furniture. Hastings Branch was the first of the Pasadena libraries to have cassettes and the collection was heavily utilized by the community. It was also the only branch to have an inter-filed adult and juvenile nonfiction book collection, which was initiated in the mid-70's.

In 1975/76, branch usage began to decline. The new 210 Freeway opened in March, 1976, providing easy access to central Pasadena. Orange Grove Boulevard, which runs in front of the branch, was no longer a major east-west route. The public schools were unable to bus classes to the library, and since nearby schools were not within easy walking distance, the number of class visits to the branch were few. The Hastings Ranch *Lariat*, a local newsletter which had featured an article about the library in every issue for years, carried a story asking residents what they wanted in terms of programs and hours. There was no response in two months.

Throughout the seventies, attempts were made to reach out to the community. The Hastings Branch Library worked closely with the new Victory Park Recreation Center when it opened in 1975. Nearby businesses were contacted, the children's librarian visited classes at the schools, a Teen Book discussion group was held at the branch. With the passage of Proposition 13 in 1978, branch hours, staff and book budget were reduced. Seventeen hours were cut from branch service. That year, circulation fell by 22.5%. It has since stabilized.

The Hastings community has remained educated, affluent and mobile, with a large number of professionals. However, the age of the population has changed - the children have grown and there are fewer young families and more adults. Despite this, the Hastings Branch has continued to be the busiest branch in terms of circulation and the number of walk-in patrons, showing that Hastings Ranch is indeed a reading and library-oriented community.

The Branch Community

The northeastern section of Pasadena was not developed until after World War II. Then, due to the expanding population and the demand for housing, the land was subdivided and homes were built. The Hastings Ranch branch service area, therefore, is a relatively young section, compared to the rest of Pasadena. It is bounded on the west and east by Allen Avenue and Michillinda, respectively, on the south by the Foothill (210) Freeway and in the northern hilly reaches by the Pasadena city limits.

The vast majority of residential units in this area are private, single-family homes. There are clusters of apartments and condominiums overlooking the Hastings Ranch Center and a large condominiumm structure off Michillinda Avenue, but overall, apartment dwellings and condos are few in number. Located in the extreme northeastern corner of the city, the Upper and Lower Hastings Ranch housing tracts are affluent upper middle class sections of the city. Homes in other residential areas of the community vary. Many are older and smaller, but well maintained.

Additional housing is planned for the vicinity. The city has recently annexed the 23 acre Shaw Ranch property located in the hills east of Pasadena Glen and west of Hastings Canyon. This area will be developed into 28 single-family housing units, to be called Hastings Heights, with construction taking place in the summer of 1983. Another project, the Eaton Canyon Residential Development Project, has received preliminary approval from the Planning Commission and is awaiting final approval from the City Board of Directors. Plans are for 55 residential units to be constructed in smaller lots, with a certain percentage designated as affordable housing. The Hastings Branch Library should monitor progress on these housing projects, which have the potential to bring in new library users.

Some of the leading corporations of Pasadena are located in the Hastings area. Its industrial center, distinguished by high level technology, features such companies as Xerox, Burroughs, Tetra Tech, Bell and Howell, and Stuart Pharmaceuticals. Many of these corporations have their own libraries, which sometimes seek the assistance of the Hastings library, as well as more frequent calls to the Business-Technology section at Central.

The Hastings Ranch Shopping Center and Foothill-Rosemead Plaza are major retail districts and sprawl on both sides of Rosemead Boulevard. Along with Sears and Woolworth's, there are record stores, a drugstore, banks, clothing stores, shoe stores, hair-cutting salons, a liquor store, a market and assorted other shops. There is a smaller shopping center at Sierra Madre and Michillinda that serves the needs of Upper Hastings residents.

The area has a large number and variety of restaurants, from moderately priced fine restaurants to fast food places. Many of the restaurants are jammed at lunchtime, serving the large number of workers in this district. There are also several entertainment and recreational attractions, including movie theatres, a bowling alley and electronic games arcade, all of which do a brisk business.

The character of the restaurants and shopping sections in the Hastings Ranch area is family-oriented. Many of the retail stores are obviously focused on teenage tastes and pocketbooks. In addition to customers from the immediate residential neighborhoods, consumers from the adjacent cities (Sierra Madre and Arcadia) also patronize the shopping centers and restaurants in the Hastings Ranch vicinity.

The Hastings Branch Library is well located at a major intersection of Orange Grove Boulevard, Rosemead Boulevard and Sierra Madre Villa Boulevard. Sierra Madre Villa has direct access to the 210 Freeway, the major route to and from the civic center. Many residents of the area use these streets in their daily travel to the shopping center in lower Hastings, for other business, and on their way to work. The library is also convenient for the employees of the large businesses which are within a block of the library. It is used by some on their lunch hour and after work. On the User's Survey, only 8.7% indicated that they use the branch because it is near their work, but 90.2% use it because it is closest to home. The majority of library users travel by car, with a small percentage walking and using the bus. There is a bus stop in front of the building, and a bus runs every half-hour.

There are a number of public and private schools located in this large geographical area. Many of the students, however, do not live in the neighborhood, especially those attending public schools. The public schools include Don Benito Fundamental School (grades K-6), Field Elementary (grades 4-6), Webster Primary (grades K-3), John Marshall Fundamental (grades 7-12), and Pasadena High School (grades 9-12). The Alternative School has recently moved to the campus of the former Hale Elementary School. The private schools vary from two parochial schools, Assumption School and La Salle High School, to High Point Academy and Walden School. Because of the geographical spread and the fact that most of these schools have libraries, classes seldom if ever visit the branch. Only Assumption, Alternative and Field are within walking distance of several blocks. Although classes have visited from time to time, Alternative is the only school which has started to send a few classes on scheduled visits to the branch. Consequently, the branch librarian is planning in the near future to make onsite visits to give booktalks to children at Field, Webster and Don Benito schools. The preschools in the area, Altadena Nursery School and Hastings Ranch Nursery School, bring classes to the library once a year for stories and library orientation. The parents are encouraged to take their children to the branch and many do so frequently.

The Hastings Branch competes for the time of children (and adults) with the many recreational facilities in the area. The nearby Victory Park Recreation Center offers a wide range of programs for all ages, including many classes, clubs such as stamps and chess, and sports activities. Both Victory Park and Eaton Canyon Nature Center (which has a nature museum and 182-acre park with a path leading to wilderness trails) permit numerous people to participate in outdoor activities. For young children, there are playground facilities at Don Benito School, Hamilton Park and Gwinn Park. Up from the library, on New York Drive, the Gerrish Swim and Tennis Club offers private swimming lessons and the Foothill YMCA has afternoon and summer sports and outdoor activities. The Boys' and Girls' Clubs are located within easy driving distance in the Lamanda Park area. The neighborhood also has several clubs for women, including Las Companeras Women's Club, the Needlework Guild of America, bridge clubs and a garden club.

The Hastings Branch service area has several neighborhood associations which have been concerned with specific issues in the neighborhood, such as development in the foothills, the design of a nearby church, crime, traffic, and condo and office building development. Due to its strong association, Upper Hastings Ranch is the most cohesive neighborhood. The Upper Hastings Ranch Association sponsors an annual Christmas decoration of each block, which attracts many people from near and far during Pasadena's busy holiday season. It also publishes a bi-monthly newsletter, The Lariat, which carries information on groups and activities in the area, including the branch library. The Hastings Branch should keep in communication with the neighborhood associations, and work with them in developing a core of information about neighborhood issues and developments. Some of the organizations may be interested in using the branch meeting room for community meetings.

Demographics

The Hastings Branch service area is among the larger branch neighborhoods, with a total of 15,751 people. It has the third highest income level in Pasadena, with a median income of $26,342. Although 40.8% of the population makes under $20,000, 19.6% makes over $40,000. Just slightly over half of persons over 16 years of age are employed, including close to 60% of mothers with children under 17 years. Like other affluent areas of the city, most of the employed are either in managerial and professional occupations (37.3%) or in technical, sales and clerical fields (36.2%).

Hastings shows a similar pattern to other areas - a high proportion of population over 25 years old. The largest proportionally is age 45-64 who make up 26.6% of the population. The next highest category, which constitutes 15.1%, is ages 25-34. Based on a comparison of sample census tracts from 1970 to 1980, there has been a significant decline in the number of children and teenagers. For example, children ages 5-13 have declined approximately 42.6% in the area. Presently, children under age 14 compose 16% of the Hastings population and teenagers ages 14-19 are 9.1%. The majority of those children attend public schools, 60.7% at the elementary level and 69.3% at the high school level.

The majority (83.6%) of households with children under 18 are married couple families. About 15% of children in the area live in single parent households. Of total occupied housing units, 15.7% are renter occupied, although the number of people living in rented quarters comprise only 8.7% of the Hastings population.

More than half the number of adults 18 and over have some college education: 28.1% attended 1-3 years of college and 26.4% have completed four or more years. A similar proportion (27.9%) of adults have completed high school. The area is predominently fluent in English. Just under 75% speak only English at home. Of those speaking another language at home, approximately 80% speak English very well or well. In the Hastings population 5.1% do not speak English well, of which 2.2% are Spanish speaking. People of Spanish origin compose 11.7% of the population. Racially, the distribution in the Hastings area is 85.9% White, 5.4% Asian, 4.7% other and 3.6% Black.

User Profile

Approximately 21% of the total Hastings population is registered at the branch library. Because Hastings Ranch is contiguous with other communities and has pockets of Los Angeles County territory in the hills, 74% of registrants are Pasadena residents, whereas 12.9% are from the Los Angeles County area and 7.7% from Altadena. Surprisingly, only a small proportion are from the neighboring communities to the east, Sierra Madre and Arcadia.

Racially, Hastings users are more diversified than in the community at large. The branch registration is 76.2% White, 6.7% Asian, 4.5% Black, 3.8% Other, and 8.1% Hispanic (although in the census 11.7% Hispanics in the community are distributed among the other racial categories).

Despite the few visits from classes, the Hastings Branch has a high proportion of children registered relative to their proportion in the population (28.7% registered to 16% in the population). Teenagers make up 16% of branch registration, whereas they are only 9.1% of the population. A large proportion of teenagers in the community are registered at the branch. The other group of users well represented at the library are those between 25 and 34 years, who constitute 21.3% of adult users. Compared to their numbers in the population, people ages 45-64 and 65+ are under-represented in the branch (of 6,487, only 592 are registered at the Hastings Branch). Similarly to other libraries, a high proportion (61.4%) of library registrants are women.

An analysis of adult respondents to the library User's Survey reveals an exceptionally high level of education among branch patrons (40.2% have some college, 30.4% college graduate, 18.5% graduate work) and a high income level (38% from $25,000-$49,000 and 10.9% from $50,000 and over). The majority of respondents (63%) were 35 years and older, White (80.4%) and female (75%). By occupation, most were professionals (25%), students (21.7%), homemakers (18.5%) or retired (14.1%).

The Branch Library

The Hastings Branch Library has the highest circulation of the branches, a position it has maintained for the past six years. Presently, its circulation is 9.2% of total library circulation (although it should be noted that per capita circulation at this branch is fourth highest in the Pasadena library system, reflecting the larger population served than in some other branch areas). The present level of circulation is considerably lower than it was prior to 1978. Following Proposition 13, circulation fell drastically when hours were cut from 57 hours per week (open daily and three evenings) to 40 hours per week (open one night only and closed Friday). When hours were reduced by 29.8%, the circulation fell by 22.5%. Ironically, perhaps in compensation for the loss of total hours, the number of books circulating per hour increased from 39 in 1977/78 to 43 in 1978/79 and now stands at 41 books per hour.

There is evidence from the User's Survey and the community interviews that the public would like the branch to be open more hours, particularly in the evening. In the User's Survey, 32.6% were not satisfied with current library hours and of those, 13% wanted more evening hours and 12% other (than morning, evening, or weekend hours). When asked what change would most increase satisfaction with the library, 28.3% indicated increased hours.

It is interesting to observe that, unlike the other branches, the high circulation at Hastings is independent of school visits, which are very much lower at Hastings than at any other branch. This indicates an active level of usage by individuals in the community, both adults and children. In the User's Survey of adult users, 39.1% use the branch for leisure reading, 19.6% for personal information and 16.3% for school-related information. Many children from the neighborhood use the library after school for school assignments. During the summer, the number of children who enrolled and completed the summer reading club was greater at Hastings than at any Pasadena library, including Central. Usage by teenagers is high.

The ratio of the book collection is 51.8% adult to 48.2% juvenile. The branch also has a special rack of paperback books for young adults. There has been some decline in the size of the book collection which has been weeded and had 20.1% fewer new titles added this year. Apparently, this hasn't affected the circulation, which increased by 3.1% in 1981/82. The branch aims at building a well rounded collection for its adult users. The subject areas most in demand are best sellers, fiction, do-it-yourself books, self-improvement, biography, travel, home decoration, arts and crafts.

As mentioned in the community portion of this report, since classes do not visit the branch, the librarian is arranging to visit the schools. Neighborhood preschool stories are regularly scheduled at the branch, but since attendance has been low (average of six children), different hours are being scheduled to try to build up attendance. The Hastings Branch, like the other branches, offers films, holiday programs and a summer activity program for children, which are generally well attended. The branch featured a program for adults on the history of Hastings Ranch and its 100th Anniversary birthday party attracted 150 people from the community. The branch might consider scheduling programs for teenagers, considering their high representation at the library. However, it should be kept in mind that in this family-oriented neighborhood, the library is in competition for leisure time with a wide choice of recreational and entertainment facilities.

BRANCH CENSUS & REGISTRATION STATISTICS

HASTINGS BRANCH

Total Neighborhood Population	15,751	Total Library Cards Issued	3,320
Adult (ages 14 up)	84.0%	Adult	71.3%
Juvenile (ages 0-13)	16.0%	Juvenile	28.7%

Residency of Library Card Holders

Pasadena	74.0%
Altadena	7.7%
L.A. County	12.9%
Arcadia	1.3%
San Marino	%
South Pasadena	%
Sierra Madre	1.9%
Other	2.2%
	100.0%

% of neighborhood population registered at branch 21.0%

	1980 Census		Registration	
	No. of Persons	%	No. of Persons	%
Sex				
Male	7,613	48.3	1,155	38.6
Female	8,138	51.7	1,841	61.4
Race and Ethnic Background				
White	13,535	85.9	2,283	76.2
Black	566	3.6	134	4.5
American Indian	59	0.4	20	0.7
Asian & Pacific Islander	847	5.4	200	6.7
Other	744	4.7	115	3.8
Spanish Origin*	1,838	11.7	244	8.1
				100.0%

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*U.S. Census distributes Spanish origin among above racial groups, not included separately as a racial group.

	1980 Census		Registration	
Age	# Persons	%	# Persons	%
0 - 4	893	5.7	11	0.4
5 - 13	1,611	10.3	849	28.3
14 - 19	1,426	9.1	478	16.0
20 - 24	945	6.0	190	6.3
25 - 34	2,365	15.1	455	15.2
35 - 44	1,943	12.4	421	14.1
45 - 64	4,167	26.6	405	13.5
65+	2,320	14.8	187	6.2
		100.0%		100.0%

Percentage Distribution of Adult Users (14 yrs. up)	1980 Census %	Registration %
Total	100.0	100.0
14 - 19	10.7	22.4
20 - 24	7.2	8.9
25 - 34	18.0	21.3
35 - 44	14.8	19.7
45 - 64	31.7	19.0
65+	17.6	8.8

Households with one or more persons under 18	# of Households	%
Married couple family	1,628	83.6
Male householder, no wife present	68	3.5
Female householder, no husband present	234	12.0
Nonfamily household	16	.8

Households with Persons 65 yrs & Over	# of Persons	% of Persons
In family household	1,788	77.1
In nonfamily household	531	22.9
In group quarters		
Inmate of institution	0	0
Other	1	0

Type of Group Quarters	# of Persons
Inmate of mental hospital	0
Inmate of home for the aged	6
Inmate of other institution	7
In college dormitory	0
Other in group quarters	28

Occupied Housing Units with No Car Available	349

School Enrollment	Total	Private School		Public School	
	# of Persons	# of Persons	%	# of Persons	%
Nursery School	190	149	78.4	41	21.6
Kindergarten/ Elementary (1-8 yrs.)	1,734	682	39.3	1,052	60.7
High School (1-4 yrs.)	837	257	30.7	580	69.3
College	1,145	268	23.4	877	76.6

Years of School Completed: Persons 18 and over		# of Persons	% of Persons
Elementary - High School	1-3 yrs.	2,086	17.6
High School	4 yrs.	3,317	27.9
College	1-3 yrs.	3,331	28.1
	4 yrs.	1,661	14.0
	5 or more yrs.	1,476	12.4

Housing	Total # of Housing Units	Renter Occupied #	Renter Occupied %
Occupied housing units	5,880	922	15.7
Condominium housing units	183	12	6.6

	Total # of Persons	Renter Occupied	
Persons in occupied housing units	15,643	1,366	8.7

Language	Age 5-17 # of Persons	Age 18+ # of Persons	Total # Persons	%
Speak only English at home	1,678	9,096	10,774	74.4
Spanish language spoken at home				
Speak English very well/ well	344	739	1,083	7.5
Speak English not well/ not at all	37	287	324	2.2
Other language spoken at home				
Speak English very well/ well	369	1,521	1,890	13.0
Speak English not well/ not at all	63	353	416	2.9

Employment Characteristics Of Persons 16 and Over	# of Persons	%
Armed forces	0	0
Civilian employed	4,788	50.6
Civilian unemployed	252	2.7
Not in labor force	4,415	46.7

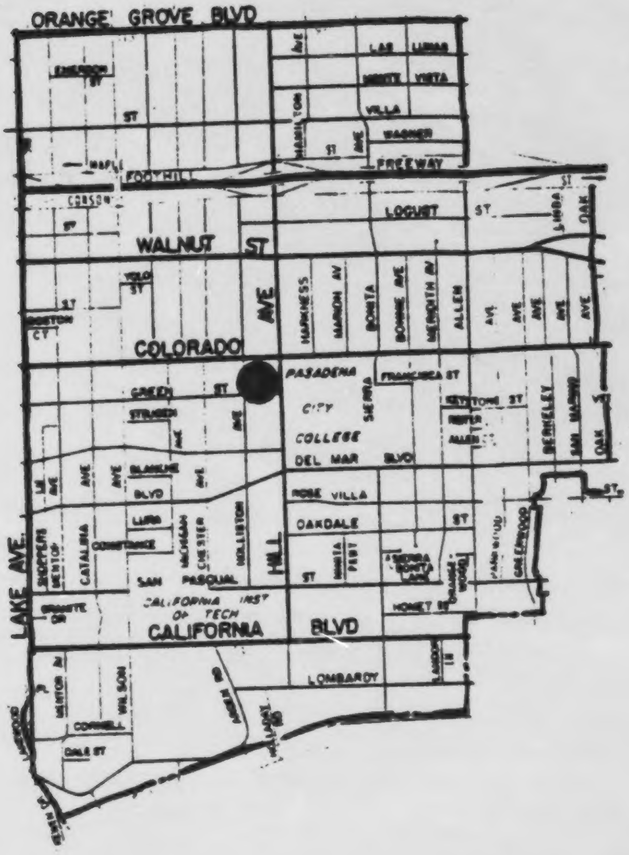
Presence and Age of Children of Working Mothers	In Labor Force # of Persons	%	Not in Labor Force # of Persons	%
Mothers with children under 6 yrs.	416	52.1	382	47.9
Mothers with children 6 to 17 yrs.	656	65.3	349	34.7

Occupation	# of Persons	% of Persons
Managerial & professional	2,888	37.3
Technical, sales & clerical	2,807	36.2
Service occupations	661	8.5
Agriculture	70	0.9
Production, craft & repair	678	8.7
Machine operators & laborers	653	8.4
		100.0%

Household Income in 1979	# of Householders	% of Households
$ 0 - $ 4,999	461	7.9
5,000 - 9,999	631	10.8
10,000 - 14,999	724	12.4
15,000 - 19,999	565	9.7
20,000 - 24,999	660	11.3
25,000 - 29,999	665	11.4
30,000 - 39,999	983	16.9
40,000 - 49,999	518	8.9
50,000 - 74,999	486	8.3
75,000 & over	142	2.4
		100.0%

Median Household Income $26,342

Poverty Status	# of Persons	% of Persons
Income above poverty level	14,312	93.4
Income below poverty level	1,007	6.6


ORANGE GROVE BLVD
FOOTHILL
FREEWAY
LOCUST ST
WALNUT ST
COLORADO
PASADENA CITY COLLEGE
GREEN ST
DEL MAR BLVD
ROSE VILLA
OAKDALE ST
SAN PASQUAL
CALIFORNIA INST OF TECH
CALIFORNIA BLVD
LOMBARDY
LAKE AVE
HILL AVE
HARKNESS
MARION AV
BONITA
SIERRA
ALLEN
BERKELEY
SAN MARINO
OAK
HAMILTON
CATALINA
MICHIGAN
CHESTER
HOLLISTON
WILSON
CORNELL
DALE ST
GREENWOOD
FRANCISCA ST
KEYSTONE ST

Hill Avenue Branch Service Area

HILL AVENUE BRANCH LIBRARY

Branch History

In 1910 Pasadena's second branch was founded. The 'east side' patrons of the Pasadena Public Library presented a petition to the City Librarian and Board of Trustees asking for the establishment of a branch library. The Trustees then requested an appropriation from the City Council and the East Pasadena Branch opened with a collection of 700 books. The branch occupied the second floor of the Giddings Building, at 1294 E. Colorado, at the corner of Holliston. Although there are conflicting accounts of its history, it appears that the branch moved once, around 1919, between its establishment and the construction of its present building in 1925. It moved next door, to 1298 E. Colorado Boulevard.

Both library 'membership' and the book collection grew steadily and 'circulation for home use' flourished. In 1920 the branch received its first official book budget, which was between fifty and sixty dollars. It covered the purchase of all books, including reference works, fiction and nonfiction for both children and adults. Reference work with students from the high school, Huntington Library, Throop and Broadoaks Kindergarten Training School as well as with the grammar schools greatly increased. The outreach services in this period consisted of regular visits to the schools and depositing new books every quarter of the year in the six fire stations in this section of Pasadena. A study done in the early 1920's by the YWCA found that the East Pasadena Branch story hours and other work with children were the only children's services in this part of the city. At the present time there is a large number of daycare and nursery schools in the neighborhood and the branch has recently contacted most of these and the groups are now coming to the library for regular classes and visits.

In January, 1922, a hard rainstorm penetrated the unsound roof, causing extensive damage to the book collection and furniture. The idea of a new building for the library gained support when the repairs proved very costly. The first time they were voted upon in May, 1923, the bonds to build the library failed to pass. A vigorous campaign was mounted when the issue was put on the ballot a second time and in January, 1924, bond funds in the amount of $50,000 were approved by the voters to establish a permanent branch in East Pasadena.

In the early 1880's Joshua Reed Giddings and Jennie L. Giddings purchased twenty acres of land south of Colorado Street and bordered on the east by Hill Avenue. At the time, Colorado Street had not been surveyed farther than Hill Avenue, which was the first street running north and south beyond Wilson Avenue. The Giddings grew peach, apricot and other deciduous trees and raised chickens. The branch was built on a portion of this property, which the city purchased from the Giddings for $17,000 in July, 1923. Prior to the purchase of the land by the city, the property had been part of the Coolidge Rare Plant Gardens. Douglas W. Coolidge was one of the foremost authorities on ornamental plants in the U. S. and was responsible for the introduction into Southern California gardens of a great many rare plants.

The new building, which is now the oldest building in the system, was designed by Marston, Van Pelt and Maybury. It is of Mexican colonial design, constructed of hollow tile covered with white plaster and finished with a red tile roof. The branch staff received hundreds of congratulatory and admiring remarks by the library users. Most of the comments praised the light, airy and comfortable atmosphere which pervaded the library. One patron, who was building a new home at the time, sent her builder to the branch to see the fireplace in order to duplicate it in her home. The branch received an honor award from the Los Angeles chapter of the American Institute of Architects, being cited as the best in its class constructed that year. Renamed the Hill Avenue Branch, the collection of 10,181 volumes was moved into the new building at 55 S. Hill Avenue in May of 1925.

The shift from an entirely residential neighborhood to the present mixture of businesses, apartment buildings and institutional buildings, such as PCC and Caltech, began in the 1920's. This steady encroachment of business establishments and the loss of residential areas continues even today. Upon her arrival, a new librarian described the branch in the early 1950's as sitting in a "somewhat isolated spot of serenity and greenness in a rapidly developing business district".

During the World War II years the reading interests of the Hill Avenue branch patrons changed dramatically. Because of the rapid expansion of defense plants, there was a great demand for technical books. Evidence of the effect of war and rationing on home life was found in the requests for books and pamphlets on such topics as how to milk cows, cure olives, raise poultry and cook with sugar substitutes.

In the fall of 1944 the minister of the Holliston Avenue Methodist Church suggested that one of the young women in the congregation bring a few books from the branch library to the church each Sunday and lend them to those who could not get to the library during the week. The idea caught on and became very popular; more and more people lingered after the service to ask for books. Every Saturday books were picked up at the branch and those from the previous week were returned on Monday with a list of requests for the following week.

In the 1950's the branch's circulation declined as its location became more of an impediment for children using the library. It was impossible to walk to the library without crossing a major street, so only classes from nearby St. Phillips regularly used the library. Not until four classes were bused to the library in 1953-54 was there an increase in the number of school children coming to the branch.

Offsetting the small number of children who used the branch were other types of users such as Pasadena City College students, automotive workers from the local businesses and Caltech students and professors. In an effort to increase use the branch adjusted its hours for the convenience of the patrons by opening four nights per week. These new hours increased circulation considerably and reversed a downward trend in adult circulation which had occurred since the Depression. The branch had become a very popular place for study in the evenings with young people from colleges and high schools.

In 1964, a citizen's bond committee recommended the consolidation of the Lamanda Park and Hill Avenue Branches at a site on the southeast corner of Allen Avenue and Del Mar Boulevard. This proposal was not accepted, and in 1967 there was a simular controversial proposal, this time to eliminate the Allendale and Hill Avenue Branch Libraries and replace them with a new branch on South Lake Avenue south of California. In the 1967 proposal, poor locations of the existing two branches and high maintenance costs were the reasons for the possible change. However, residents from both branch service areas wrote letters, signed petitions and made vocal protests against the plan and the Library Board voted unanimously to recommend that Hill Avenue and Allendale not be consolidated. During the discussions of this consolidation a map was made to pinpoint the address of each registered patron of Hill. The map showed a surprisingly broad area from which patrons are drawn. The location is within the travel pattern of many who neither live nor work nearby, but who pass near it at some time during the week. An informal survey done in the early 1970's found that most Hill Avenue patrons drive to the library.

The proposed cutbacks in the library budget following the passage of Proposition 13 included the closing of the Hill Avenue Branch. Again, as a result of public complaints, none of the branch libraries was closed, although hours at Hill Avenue were reduced from 51 to 40 and evening hours were discontinued.

The Hill Avenue Branch has always had a high demand for foreign language material. As early as the 1920's, in response to patron requests for material in foreign languages, the branch borrowed books in Russian from the Los Angeles Public Library. The branch at the time had an extensive and heavily-used collection of books in French, Italian and Spanish. As the public library closest to Caltech, the branch has often filled requests for foreign language material from the many visiting faculty and foreign students. At the present time the branch is actively trying to meet the needs of the growing Asian community and is developing a sizeable collection of fiction and nonfiction in Chinese, Korean and Vietnamese.

The Branch Community

The Hill Avenue Branch serves an area bounded by Orange Grove Boulevard on the north, Lake Avenue on the west, the city boundary on the south and Oak and Allen Streets on the east. This area is made up of two distinct neighborhoods separated by a corridor of small businesses running east and west. The largely Hispanic north neighborhood of small homes is located between Orange Grove Boulevard and the freeway. The area from the freeway south to approximately Green Street contains mainly businesses, fast food restaurants and churches, as well as the Pasadena City College campus. From Green Street south to the city boundary, the area is largely residential with many large and expensive homes. Also in this area are the Caltach campus and Polytechnic School.

The Hill Avenue Branch is located near the junction of three main bus lines: the east-west lines along Colorado Boulevard, the South Hill bus, which originates in Altadena and continues on into Los Angeles, and the line which runs east along Colorado, turns north on Hill to Walnut, where it turns east and ultimately arrives in Duarte. The library's central location, close to bus lines, is fortunate, since a fairly high proportion of the households in the area do not have a car available.

There are many small businesses in the Hill Avenue area, including the many auto repair shops along Walnut and automobile dealerships and fast food restaurants on Colorado. Green Street has many boutiques and antique shops, as well as several doctor's offices. The State Employment Development Office is also located on Green Street. The South Lake business area, although on the border of the Hill Avenue branch service area, is more frequently considered part of the central business district.

There are a considerable number of daycare and nursery facilities in the neighborhood: Calvary Baptist Nursery, Campus Children's Center, Caltech's Child Development Center, Grace Day Nursery and Kindergarten, Pasadena Preschool, Jefferson Day Care, Merryland Nursery and others. In the past few years, only a few of these schools used the library on either a regular or occasional basis. However, as a result of the interviews conducted for the community analysis project, service to daycare and nursery schools has increased and now most of these schools are visiting the Hill Avenue branch on a regular basis.

In addition to preschools and daycare centers, there are a number of other educational institutions in the Hill Avenue area. Prior to the opening of their own library two years ago, classes from St. Phillips School visited the Hill Avenue Branch. Classes from St. Phillips have now resumed visits, several of them coming regularly. Many St. Phillips children continue to visit the branch after school to work on assignments. One public school, Jefferson Primary School, in the Hill Avenue area sends classes to Hill Avenue Branch. Of the two private schools in the area, Polytechnic and Calvary Christian Schools, classes from the latter visit the branch monthly. Students from the two area colleges, Pasadena City College and Caltech, use the Hill Avenue branch, although rarely for school-related material. The number of people who reported that their single most important purpose for using the library was for school-related information was among the highest of the branches at Hill Avenue, but not significantly higher given the large student population in the area. PCC students frequently use the library for a study area, but travel to the Central Library for in-depth material. Some Caltech students, although well served by the Caltech libraries, use the Hill Avenue Branch for novels and other leisure reading materials.

Demographics

The number of people in the Hill Avenue branch service area (17,296) is the second highest when compared with the other branches. This represents 14.6% of the total city population. Like most of the branches (except Santa Catalina and La Pintoresca) this population is approximately 85% adult and 15% juvenile. The number of children in the area declined by approximately 17% from 1970 to 1980. Decreases in some adult age groups were offset by rather large increases in the 20-24 and 25-34 age groups, which resulted in an overall adult population increase.

The sizeable (8.2%) Asian community in the area includes Chinese (3.3%), Japanese (1.4%), Filipino (1.4%) and Vietnamese (1.1%). Approximately 23% of all of the Asians in Pasadena reside in the Hill Avenue area. The area also contains a large Hispanic population, 19.9% of the population. More than 30% of the population in the Hill Avenue area live in a household where a language other than English is spoken. Spanish is spoken in almost 17% of the households, but 11.6% of the people in these households report that they speak English very well or well and 5.3% speak English not well or not at all. Of the almost 14% of the population who speak a language other than English or Spanish at home, 11.7% speak English very well or well and only 2% speak English not well or not at all.

More than 30% of the households with children under 18 in the Hill Avenue area are single parent families, 25.4% with a female head of household and 5.8% with a male parent present. This is slightly lower than citywide figures which show that 32% of families are single parent families. Of the mothers with children under six, 56.4 percent are employed outside the home. This number increases to 63.2% of mothers with children between the ages of six and seventeen.

The Hill Avenue area contains a fairly large number of residents who live in group quarters. Almost 6% of the people over age 65 live in homes for the aged and another 5% of the total population live in the college dormitories at Caltech. There are a large number of renters in the area; 71.9% of all housing units are renter-occupied. There are 487 condominium units in the community and 16.8% of these are rented rather than owner-occupied. In total, 52.5% of the people in the Hill Avenue area live in rental property.

Most of the children in the Hill Avenue area attend public schools. Of the 1,461 children enrolled in grades kindergarten through eight, 74.2% attend public schools and 25.8% attend private schools. Public school attendance is even greater (88.1%) at the high school level.

Twenty-six percent of adults over age 18 in the Hill Avenue area have a college degree, and three-fifths of these have attended a graduate program. The high number of people (27.5%) who indicate they have between 1 and 3 years of college education reflects the Caltech students living in the community. Other census figures for this area show that, for adults over the age of 25, 23.2% have one to three years of college and 29.7% have a college degree. In both cases, almost half (46.4% of those over 18 and 47.1% of those over 25) have a high school or less education.

The two highest occupational categories represented are managerial and professional (31.9%) and technical, sales and clerical (34.6%). The median household income of $15.315 is lightly lower than citywide average of $16,298. Fourteen percent of people in this area live in households with an income below the poverty level.

User Profile

There are 2,126 people registered at the Hill Avenue Branch. Although total registration is 71% adult and 29% juvenile, these proportions are not the same for all groups within the community. For example, more than half (51%) of the Hispanics that are registered are children. On the other hand, 80% of the Asians that are registered are adult. Thus, it seems that age and interest levels should be considered in purchasing foreign language material.

The highest concentration of adult registrations (25.4%) is in the 25-34 age category. This corresponds to the User's Survey, which indicates that 26% of adult users are aged 25 to 34. The Hill Avenue Branch has the highest number (22.2%) of users in the 14 to 19 age group when compared with other branches. This is not surprising, given its proximity to PCC. This category comprises 17.8% of adult registrations and 28.4% of those responding to the User's Survey at Hill Avenue listed their occupation as 'student'. This is a higher proportion of adult student users than at any other branch or Central. Clearly, closer ties with PCC and an improved reference collection would enhance the ability of the Hill Avenue Branch to address the needs of students.

The Branch Library

In response to the needs of the Asian community in the Hill Avenue branch service area, a new collection of approximately 700 paperbacks in Chinese, Korean and Vietnamese was established in the spring of 1982. Prior to 1981, there were no Asian language materials in the collection. In addition, a very successful special program, "Cultural Exchange with Our Asian Neighbors", was held in October, 1982. Approximately 200 people enjoyed music, arts and crafts, and food.

Although the actual number of school classes visiting the Hill Avenue Branch has declined by 13.6% in the past four years, the number of neighborhood preschool story hours has increased from four to thirty-nine in the same period. Hill Avenue Branch area has the third highest proportion of its population in the preschool age group, and the preschool story programs have a higher average attendance (13) than any of the other branches.

After five consecutive years of circulation decline, Hill Avenue Branch experienced a rather dramatic increase (14.0%) in 1981-82. Although circulation figures on particular types of material are not yet available, it seems clear that the addition of foreign language material, increased contacts with schools and other community groups, as well as an increase in the number of people coming into the library for a variety of programs have contributed to this increase. Although circulation is still 18.2% below 1976-77 levels, further improvements, including an updated reference collection and the availability of additional funds to support the foreign language collection, should lead to continued increases in circulation.

BRANCH CENSUS & REGISTRATION STATISTICS

HILL AVENUE BRANCH

Total Neighborhood Population	17,296
Adult (ages 14 up)	86.2%
Juvenile (ages 0-13)	13.7%

Total Library Cards Issued	2,126
Adult	71.0%
Juvenile	29.0%

Residency of Library Card Holders

Pasadena	85.9%
Altadena	2.7%
L.A. County	4.2%
Arcadia	%
San Marino	%
South Pasadena	%
Other	7.2%
	100.0%

% of neighborhood population registered at branch 10.6%

	1980 Census		Registration	
	No. of Persons	%	No. of Persons	%
Sex				
Male	8,631	50.0	804	39.5
Female	8,665	50.0	1,232	60.5
Race and Ethnic Background				
White	12,884	74.5	1,086	53.3
Black	1,308	7.6	118	5.8
American Indian	93	0.5	13	0.6
Asian & Pacific Islander	1,424	8.2	285	14.0
Other	1,587	9.2	83	4.1
Spanish Origin*	3,446	19.9	451	22.1
				100.0%

*U.S. Census distributes Spanish origin among above racial groups, not included separately as a racial group.

Age	1980 Census		Registration	
	# Persons	%	# Persons	%
0 - 4	1,043	6.1	3	0.1
5 - 13	1,414	8.2	587	28.8
14 - 19	1,484	8.6	257	12.6
20 - 24	2,631	15.3	273	13.4
25 - 34	3,850	22.4	367	18.0
35 - 44	1,535	8.9	234	11.5
45 - 64	2,675	16.6	181	8.9
65+	2,543	14.8	143	6.6
		100.0%		100.0%

Percentage Distribution of Adult Users (14 yrs. up)	1980 Census %	Registration %
Total	100.0	100.0
14 - 19	10.1	17.8
20 - 24	17.9	18.9
25 - 34	26.1	25.4
35 - 44	10.4	16.2
45 - 64	18.2	12.5
65+	17.3	9.3

Households with one or more persons under 18	# of Households	%
Married couple family	1,120	66.6
Male householder, no wife present	97	5.8
Female householder, no husband present	427	25.4
Nonfamily household	36	2.1

Households with Persons 65 yrs & Over	# of Persons	% of Persons
In family household	1,239	48.7
In nonfamily household	1,018	40.0
In group quarters		
Inmate of institution	151	5.9
Other	135	5.3

Type of Group Quarters	# of Persons
Inmate of mental hospital	0
Inmate of home for the aged	144
Inmate of other institution	0
In college dormitory	858
Other in group quarters	203

Occupied Housing Units with No Car Available	
	1,082

School Enrollment	Total	Private School		Public School	
	# of Persons	# of Persons	%	# of Persons	%
Nursery School	167	107	64.1	60	35.9
Kindergarten/ Elementary (1-8 yrs.)	1,461	377	25.8	1,084	74.2
High School (1-4 yrs.)	604	72	11.9	532	88.1
College	2,999	1,661	55.4	1,338	44.6

Years of School Completed: Persons 18 and over		# of Persons	% of Persons
Elementary - High School	1-3 yrs.	2,889	20.4
High School	4 yrs.	3,682	26.0
College	1-3 yrs.	3,897	27.5
	4 yrs.	1,471	10.4
	5 or more yrs.	2,227	15.7

Housing	Total # of Housiing Units	Renter Occupied #	Renter Occupied %
Occupied housing units	7,554	5,432	71.9
Condominium housing units	487	82	16.8
	Total # of Persons	Renter Occupied	
Persons in occupied housing units	16,052	8,425	52.5

Language	Age 5-17 # of Persons	Age 18+ # of Persons	Total # Persons	%
Speak only English at home	1,255	10,033	11,288	69.4
Spanish language spoken at home				
Speak English very well/ well	498	1,381	1,879	11.6
Speak English not well/ not at all	126	736	862	5.3
Other language spoken at home				
Speak English very well/ well	153	1,749	1,902	11.7
Speak English not well/ not at all	55	268	323	2.0

Employment Characteristics Of Persons 16 and Over	# of Persons	%
Armed forces	13	0.1
Civilian employed	8,677	60.2
Civilian unemployed	519	3.6
Not in labor force	5,213	36.1

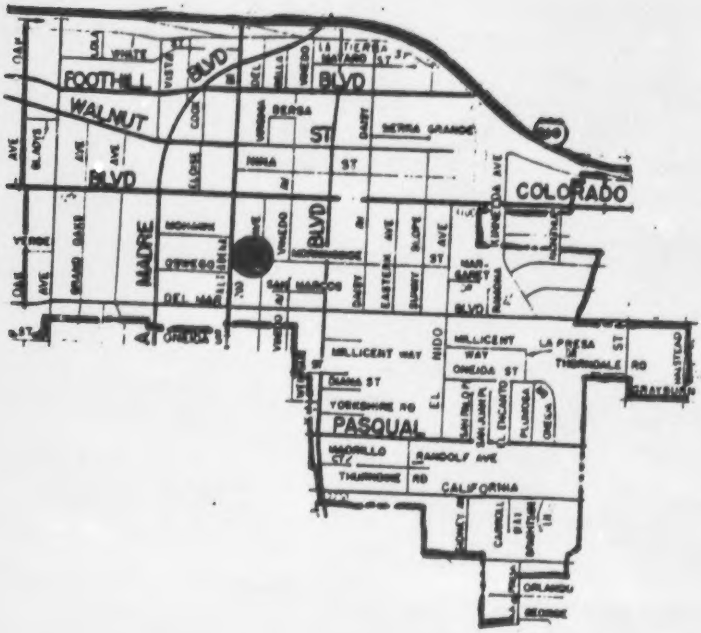
Presence and Age of Children of Working Mothers	In Labor Force # of Persons	%	Not in Labor Force # of Persons	%
Mothers with children under 6 yrs.	501	56.4	387	43.6
Mothers with children 6 to 17 yrs.	456	63.2	266	36.8

Occupation	# of Persons	% of Persons
Managerial & professional	2,768	31.9
Technical, sales & clerical	3,005	34.6
Service occupations	974	11.2
Agriculture	59	0.7
Production, craft & repair	835	9.6
Machine operators & laborers	1,035	11.9
		100.0%

Household Income in 1979	# of Householders	% of Households
$ 0 - $ 4,999	1,064	14.0
5,000 - 9,999	1,507	19.8
10,000 - 14,999	1,248	16.4
15,000 - 19,999	1,243	16.3
20,000 - 24,999	855	11.2
25,000 - 29,999	524	6.9
30,000 - 39,999	529	7.0
40,000 - 49,999	282	3.7
50,000 - 74,999	264	3.5
75,000 & over	89	1.2
		100.0%

Median Household Income $15,315

Poverty Status	# of Persons	% of Persons
Income above poverty level	13,964	86.0
Income below poverty level	2,270	14.0


FOOTHILL
BLVD
WALNUT
ST
BLVD
COLORADO
MADRE
BLVD
SIERRA MADRE
MILLICENT WAY
YORKSHIRE RD
PASQUAL
CALIFORNIA
SAN MARCOS
DEL MAR
ONEIDA ST
LA PRESA
THORNDALE RD
RANDOLPH AVE
ORLANDO
GEORGE

Lamanda Park Branch Service Area

LAMANDA PARK BRANCH LIBRARY

Branch History

With 823 books and 35 magazines, the Lamanda Park Branch Library opened for business on January 3, 1922, in a small room in Emerson School. Miss Grace Hammond was appointed librarian. Several months later, the teachers at Emerson School granted the library an adjoining room in the school building to accommodate its growing patronage and stock of books. The librarian had visited every class at Emerson, and now with the additional space, classes could come to the library.

During its first year, Lamanda Park Branch conducted an intensive publicity campaign in storefront windows in order to inform the community of its existence and the fact that it had books for adults as well as for children. Continued growth of the branch necessitated another move on July 5, 1923 this time to larger rented quarters on the second floor of a store building at 2614 E. Colorado Boulevard. The new location quickly became overcrowded with books and people -- rarely were the tables not in use. Miss Hammond observed that the Lamanda Park community was "strictly a fiction-reading public" and that a great deal of publicity was required to create awareness "that a library has any other uses than recreation".

A permanent home was established for the branch when the building that had formerly housed the Central Boys' and Girls' Department was relocated from Memorial Park to 2520 Morningside Street. On August 5, 1927, the Lamanda Park Branch, in its newly-redecorated and refurbished quarters, officially opened its doors to an enthusiastic crowd of 650 people. The Lamanda Park Business Men's Association sponsored the opening event and refreshments were served by the Women's Club. On its first day of business, the branch circulated 471 books. Its collection had grown to 6,250 books, 1,004 pictures, 60 current magazines and three daily newspapers.

In 1929 the branch began to provide service to the Las Encinas Sanitarium. A rotating deposit collection of books, initially averaging between 300 to 400 books per month, was sent weekly to the Sanitarium. Periodically, the librarian was invited to tea at Las Encinas, where she gave reviews of new books. The management of the Sanitarium, in the 1939/40 branch annual report, credited the library's book service with "being a very potent factor in re-establishing the normal life of these shut-ins". The book deposit service continued throughout 1955/56 when Las Encinas established its own library.

By 1933, the building was becoming inadequate, with insufficient seating capacity for adults. Later that year, in September, a new wing for book stacks was added to the wood frame building.

During the 1940's, the children's librarian from Lamanda Park Branch began to take books to the schools in the area, since highway traffic made it difficult for classes to visit the library. A deposit library was set up at Willard School and the librarian conducted a weekly story hour in cooperation with the Willard and Wilson community playground project. A small branch at Fremont School, apparently for foreign children, was closed in 1941-42, but the librarian continued class visits to tell stories to the Mexican children there.

The early 50's saw a rapid growth in population in the eastern and northeastern sections of Pasadena. Industry was locating in the area and new housing subdivisions were constructed in the Hastings Ranch and Coronet areas. The enrollment of children and number of schools increased. First, Field School was built, then Don Benito and Assumption Schools. In 1952-53 the Lamanda Park children's librarian had a full schedule with class visits to and from seven schools, five of them more than one mile away and two more than two and one-half miles distant. In that year, the number of children's books circulated jumped to 102,737.

In 1954, a permanent deposit collection of 500 books was placed in the new Assumption of the Blessed Virgin School. That same year, the public schools began a program to bus 5th and 6th grade children to the library, providing some relief to the children's librarian, who had been depositing thousands of books with the schools. The Lamanda Park Branch was serving the entire eastern end of the city and over one-third of the total elementary school population.

Throughout the 50's, the Lamanda Park staff reiterated the need for another and larger branch to serve the East Pasadena population. The opening of Hastings Branch in February, 1959, brought about an anticipated loss of juvenile patrons at Lamanda Park and a subsequent drop in circulation. The branch's immediate neighborhood had gradually begun to change. There were now traffic and parking problems, due to the building of multiple dwellings in the area. Lamanda Park patrons varied in economic level, from those living in poverty in trailer courts to the wealthy in the Chapman Woods and East California areas. By 1961, there were more elderly people and middle-aged parents with older children living in the neighborhood than couples with young children.

The Lamanda Park building was now the oldest in the library system, having been built in 1922 when it was first located in Memorial Park for the Boys' and Girls' Department. A new building replacement for Lamanda Park was among the projects included in a city library bond issue passed in 1964. However, an appointed Citizen's Bond Committee charged with studying the needs and future plans of the library, considered other alternatives. In March, 1964, they recommended consolidating Hill Avenue and Lamanda Park by disposing of Hill Avenue and using the property of Lamanda Park for a larger building. One year later, the Library Board unanimously adopted that recommendation, but the plans to consolidate the two branches did not proceed any further.

Lamanda Park Branch did get a new building, completed on October 14, 1967, and built on the same site as the old library building, which was demolished in order to make room. Designed by Pulliam, Zimmerman and Matthews, Architects and Planners, the new structure was 6,200 square feet in size (an increase of 25%) and contained separate reading rooms for adults and children, as well as a community meeting room. Its exterior walls were dark grey split-faced concrete block with concrete facias and columns, and it had ample offstreet parking.

The neighborhood continued to change. By 1970, it consisted largely of older, modest, well-kept homes and new apartments. Adults, many of whom were elderly, predominated the library's clientele. Spanish-speaking families were starting to move in, but there was not a heavy concentration of families with school-age children. Student use of the library in the evenings had begun to decline. In 1970-71 over 40% of the branch registrants lived in the unincorporated county area. However, since its move to the new building, branch circulation had increased, making it second highest next to Hastings.

The Lamanda Park Branch scheduled programs to meet the needs of its community. In 1968-69 it held a series of film programs in the afternoons rather than the evenings for the convenience of the elderly. A summer front-yard story hour in the summer of 1970 featured picture books in Spanish for a group of children who were mostly Spanish-speaking. The branch program for the 1971-72 International Book Year focused on Guatemala.

The pattern in school usage of the branch also changed. In 1969-70 only Town and Country School was able to send classes regularly to the library, since few buses were available for the public schools. With the integration of the public schools in 1970-71, the configuration of the schools served by Lamanda Park changed to the primary grades, K to 3rd, creating a need for more picture books. In the mid-70's the number of times a class was bussed to the library was cut, resulting in many classes visiting the branch only once. Overall usage of the branch by children declined.

The year 1974-75 brought staff reductions at Lamanda Park. Wednesday night opening was eliminated, and a weekly story hour to a neighborhood child-care center was discontinued. Nonetheless, the branch circulation increased, a book deposit service was extended to the Monte Vista Grove Home and both adult and children's programs had good attendance.

Staff and hours open were reduced further following the passage of Proposition 13 in 1978, and the branch's many patrons from the unincorporated county area were unable to obtain free Pasadena library cards.

The remainder of the 70's show a neighborhood in transition, with high turnover in store occupancy in the commercial area north of the branch and a steady movement of people into the area. Since the usage of a branch library is so closely allied with its surrounding environment, it can be concluded that the Lamanda Park Branch is also in a stage of transition.

The Branch Community

Although bounded by the 210 Freeway to the north and the Los Angeles County lines on the south, the Lamanda Park area does not have topographic demarcations that distinguish it from other areas of the city. Located in approximately the southeastern section of Pasadena, the library is near major transportation arteries: Colorado, Foothill, 210 Freeway, Del Mar, San Pasqual and California for east/west movement and Altadena Drive, Sierra

Madre, Craig, San Gabriel Boulevard and Madre Street for north/south routes. The neighborhood is well served by RTD lines. Most of the area's residents walk or drive to the library, although 328 households in the area do not have a car available.

The neighborhood is a mix of residences and businesses. Housing consists of well maintained middle income homes, small apartments and an increasing number of newly-built or remodeled condominums and security apartments. A continuous string of stores, restaurants, businesses, banks and movie theatres line Colorado Boulevard. To the north, the Foothill Boulevard area is industrial with small light manufacturing firms and large corporate offices and plants. The Lamanda Park area also includes the Boys' and Girls' Clubs, several schools and churches, retirement homes and a private hospital.

In a community with more than 50 neighborhood organizations, the Lamanda Park Branch Library service area does not have a neighborhood association, an indication perhaps of a neighborhood in transition that lacks cohesiveness. The library is located near a busy commercial area with markets, specialty stores, entertainment facilities, banks, restaurants and small businesses that draw people to the area and contribute to its economic activity. Although shoppers and some employees stop by the branch library, there is little direct relationship between the library and the businesses in the neighborhood. The library is one service among many. According to the User's Survey, most use the Lamanda Park Branch because it is closest to home or convenient to shopping. Only 9% use it because it is near to their work.

Through schools and organizations and agencies the Lamanda Park Branch library connects to its neighborhood. All 24 classes from Town and County School, a private school with students ages 3-14 years, come to the Lamanda Park Branch on scheduled monthly visits. The other private school in the area is a Christian school that appears to be quite self-contained in its needs for library service. The two public schools, Willard and Hamilton, are both primary schools (grades K-3). They have been unable to send classes to the branch (not within walking distance) and there is concern that the children are not getting exposure to the public library. Both schools would be receptive to on-site visits from Lamanda branch staff to familiarize students with library services. It was suggested that perhaps the library could send a bookmobile to the schools, with booktalks and stories presented by a librarian.

The Lamanda Park Branch service area contains 909 children between the ages of 0 to 13, or 13.5% of its population. While there has been a slight rise in the number of children ages 0-4, there has been an approximate 13.7% decline in children ages 5 to 13. Consequently, there are no preschools in the area, and only one childcare center, which uses the services of a nearby county branch library. Most of the school-age children (62.5%) attend public elementary school and 77.3% attend public high school but due to school busing do not necessarily go to schools in the neighborhood.

The Lamanda Park area has a notable proportion of seniors in its population, with 18.5% being 65 years or over. At a nearby church, a large part of the congregation is retired. The Hartzell Methodist Church has programs for seniors, including an information and referral office and the SNAP lunch program. The Lamanda Park Branch librarian attended the dedication of the church's senior citizen's community room and has provided them with books and magazines for the room. The community has two retirement homes (Monte Vista Grove and The Oaks), as well as a long-term-care private hospital (Las Encinas) and an agency (Hastings Street Foundation) offering a drug rehabilitation program to live-in patients.

There are strong indications of community support for increased library services to seniors and patients. Presently, the librarian is selecting books for Monte Vista Grove, picked up monthly by a member of their Library Committee. A similar service for the other facilities in the area could be investigated. The retirement homes and hospital appear to be receptive to on-site visits from the librarian who can give book talks to those who cannot travel to the library. Las Encinas is particularly interested in bookmobile service. An innovative idea from the interviews is to form a 'Granny Brigade' in which seniors volunteer to read aloud to children and perhaps also to adult patients. This concept might be explored by library staff as part of the proposed volunteer storyteller program.

The branch can also extend service to groups in the community by promoting the usage of its meeting room. Presently it is being used by the Lunch Bunch, and for transcendental meditation classes.

Demographics

Lamanda Park, with 68.5% of its 6,899 residents 25 years and over, is an area with a predominately adult population. It is one of the two branch library service areas with the highest proportion of seniors. A sample census tract comparison between 1970 and 1980 shows a 6.5% increase in the number of persons 65 years and over, which differs from the trends throughout the city. More than 56% of persons 65 and over live in a family household, with 35% living in a non-family household and 8.6% living in group quarters.

Of the adult population, 20% is between ages 25 to 34 and 20.4% is between ages 45 to 64. The greatest population growth in the area has been with the first category, which has increased by approximately 38.8%. Years of school completed by those 18 years and over is fairly evenly dispersed - 27.9% have completed high school, 27.8% have completed one to three years of college and 25.2% have completed four or more years of college.

Children under the age of 14 and teenagers from 14 to 19 comprise 13.5% and 6.9% of the population respectively. In households with one or more persons under 18, 72.9% are married couple households and 24.7% are single parent households. Fifty-seven percent of mothers with children under 17 are working.

In the Lamanda Park branch service area, 82.9% of residents are White, 6.7% are Asian, 6.2% are Other, 3.7% are Black, and .5% American Indian. People of Spanish origin, distributed among the various racial groups, make up 18.5% of the Lamanda Park population. In homes where the Spanish language is spoken, 63% speak English well, whereas 37% do not speak English well or at all. An examination of the language abilities of the total Lamanda Park area population reveals that 71% speak only English at home.

As of 1980, the median household income for Lamanda Park was $17,677. It is neither one of the richest nor poorest communities in Pasadena, but places around the middle, fifth highest of the nine library service areas. Persons 16 years and over are employed in the following broad occupational categories: managerial and professional, 31.7%; technical, sales and clerical, 34.4%, service occupations, 12.5%; and laborers and machine operators, 11%.

Those working in the Lamanda Park community observe that the area is gradually changing, impacted by an increasing number of apartments and condominiums that attract affluent adults, often without children. Census data shows that 60.6% of occupied housing units are rentals and that there are 252 condominum housing units. Just under 35% of people in the area are renters. A breakdown of the population by household type shows that 72.2% of people live in family households, 25.8% in non-family households and 2.0% in institutions. This indicates a diversified and mixed community that, however, is still primarily composed of families and homeowners.

User Profile

The Lamanda Park Branch is contiguous with an unincorporated area of Los Angeles County, which is reflected in its registration statistics. Whereas 68.5% of its registered users are Pasadena residents, 20.4% of registrants are from the County area. Of Pasadena residents living in the Lamanda Park Branch neighborhood area, 25.8% are registered at the branch. This indicates that 74.2% of area residents are not branch library users.

For purposes of analysis, it is useful to compare Lamanda Park Branch registration to census data for the branch population at large. However, this comparison is mitigated by the fact that such a large proportion of Lamanda Park users are from outside the Pasadena area and therefore not included in the demographic profile.

As of November, 1982, 2,594 borrowers have registered at Lamanda Park. Of those, 75.5% are adult and 24.5% are juvenile, reflecting a higher ratio of juvenile borrowers than exists in the neighborhood population (86.5% adult and 13.5% juvenile) - largely attributable to class visits to the branch. An examination of the distribution of adult users (ages 14 years and up) shows that the largest proportion of adult library users are ages 25 to 34 and 45 to 64. Of total registrants at the branch, 12.6% are teenagers (ages 14-19). Senior citizens account for 11% of branch registration. Since they include County registrants as well as Pasadenans (where they are 18.5% of the neighborhood population), senior citizen registrations at the branch can be considered low.

The majority of branch users, 64.5%, are women. Racially, 1,868 or 76.2% of branch registrants are White. The next highest category of registrants are Hispanics, who comprise 242 or 9.9% of total registration. Looking at the census figures for Lamanda Park branch area, 82.9% of the population is White. Hispanics, who are dispersed among the several racial categories, make up 18.5% of the population. Blacks are 4.6% and Asians are 5.4% of branch registrants.

The User's Survey, filled out by adults over 14 years of age, reveals another user profile. Of those answering the survey, 80.8% were White, 2.6% Hispanic, 6.4% Asian and 2.6% other. With the exception of teenagers, of whom only 5.1% were represented in the survey, the age distribution of respondents is fairly close to the distribution of adult registrants.

Based on the survey, it appears that Lamanda Park users are primarily middle to upper income, highly educated (52.6% with four or more years of college) and are professionals (24.4%), homemakers (21.8%), and students (17.9%). Sixty-one and one-half percent are women, which closely parellels patron registration.

The Branch Library

The hours at Lamanda Park Branch, following Proposition 13, decreased from 54 to 40 hours per week, with the branch closed on Fridays and Tuesday nights. This had a direct effect on circulation, which dropped by 14.7% in 1978/79 and has continued to decline until the past year, which has seen a 3.2% increase. Interestingly, when circulation was highest in 1976/77, the number of books circulated per hour was lowest, 20 books per hour. After hours were decreased, hourly circulation increased from 32 books per hour in 1977/78 to 37 books per hour in 1978/79. This past year it has fallen to 33 books per hour.

Both the community interviews and the User's Survey suggest an interest in extended hours. In the User's Survey, 30.8% of respondents were not satisfied with branch hours. Of those, 15.4% wanted more evening hours and 9% other hours (possibly Fridays). When asked what change would most increase satisfaction with the library, 35.9% indicated no change was necessary, whereas 29.5% selected "increased hours" from all other choices listed. One interviewee recommended more evening hours and less morning hours. However, any adjustments in hours at Lamanda Park should be examined in context of hourly circulation patterns, convenient hours for class visits, the possible reluctance of elderly patrons to go out at night, and the 60.4% employment level of those 16 years and over.

In the User's Survey, the largest number of respondents, 28.2%, use the branch to acquire reading materials for leisure time use, followed by 23.1% who seek information related to personal interests or needs. More than 15% use the branch for school-related information and materials.

The size of the book collection at Lamanda Park, which now stands at 38,613 volumes, has shown a pattern of growth during the past six years, which is somewhat distorted by a low percentage of weeding of the collection over the years. Circulation per volume held has decreased from 2.8 in 1976/77 to 1.8 in 1981/82, implying that content rather the size of the collection affects its turnover. The proportion of the collection currently stands at 54.1% adult to 45.9% juvenile. In view of the large proportion of adults both in the community and registered in the branch, the ratio of adult books to juvenile might be increased. The branch currently spends 61.5% of its book budget on adult books. The branch should also consider building up its collection of materials for the elderly and Hispanics, since each group represents 18.5% of the population. From the interviews, it was suggested that the library acquire more large-type books, talking books and electromagnifiers to enhance reading, as well as Spanish language books, magazines and newspapers.

In addition to a busy summer activity program, featuring the summer reading club, films, drama and crafts, the branch has held special programs

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for children throughout the year. The library's 100th anniversary birthday party attracted 150 people of all ages. Film programs for children in 1981/82 had an average attendance of 54. Of the branches not involved in the School-Library Cooperative, Lamanda Park Branch served the most classes with 203 visits in 1981/82. The branch has resumed offering neighborhood preschool stories, which should be evaluated in the future in terms of attendance and proportion of preschoolers in the population. Since Lamanda Park branch area has so many seniors in its population, targeting senior citizens for library programs might be considered. A start in this direction was made by offering a fall program for seniors presented by staff from the Pasadena Senior Center.

BRANCH CENSUS & REGISTRATION STATISTICS

LAMANDA PARK BRANCH

Total Neighborhood Population	6,899
Adult (14 & up)	86.5%
Juvenile (0-13 years)	13.5%

Total Library Cards Issued	2,594
Adult	75.5%
Juvenile	24.5%

Residency of Library Card Holders

Pasadena	68.5%
Altadena	2.6%
L.A. County	20.4%
Arcadia	1.1%
San Marino	3.6%
South Pasadena	%
Other	3.8%
	100.0%

% of neighborhood population registered at branch 25.8%

	1980 Census		Registration	
	No. of Persons	%	No. of Persons	%
Sex				
Male	3,303	47.9	871	35.5
Female	3,596	52.1	1,582	64.5
Race and Ethnic Background				
White	5,716	82.9	1,868	76.2
Black	254	3.7	113	4.6
American Indian	34	0.5	12	0.5
Asian & Pacific Islander	466	6.7	133	5.4
Other	429	6.2	85	3.5
Spanish Origin*	1,276	18.5	242	9.9
				100.0%

*U.S. Census distributes Spanish origin among above racial groups, not included separately as a racial group.

	1980 Census		Registration	
	# Persons	%	# Persons	%
Age				
0 - 4	359	5.3	10	0.4
5 - 13	550	8.2	591	24.1
14 - 19	446	6.9	308	12.6
20 - 24	738	11.0	194	7.9
25 - 34	1,347	20.0	400	16.3
35 - 44	649	9.6	290	11.8
45 - 64	1,376	20.4	391	15.9
65+	1,243	18.5	269	11.0
		100.0%		100.0%
Percentage Distribution of Adult Users				
Total		100.0		100.00
14 - 19		7.7		16.6
20 - 24		12.7		10.5
25 - 34		23.2		21.6
35 - 44		11.2		15.7
45 - 64		23.7		21.1
65+		21.4		14.5

Households with one or more persons under 18	# of Households	%
Married couple family	481	72.9
Male householder, no wife present	33	5.0
Female householder, no husband present	130	19.7
Nonfamily household	15	2.3

Households with Persons 65 yrs & Over	# of Persons	% of Persons
In family household	702	56.5
In nonfamily household	435	35.0
In group quarters		
Inmate of institution	88	7.1
Other	18	1.5

Type of Group Quarters	# of Persons
Inmate of mental hospital	51
Inmate of home for the aged	31
Inmate of other institution	6
In college dormitory	11
Other in group quarters	48

Occupied Housing Units with No Car Available	
	328

School Enrollment	Total	Private School		Public School	
	# of Persons	# of Persons	%	# of Persons	%
Nursery School	100	71	71.0	29	29.0
Kindergarten/ Elementary (1-8 yrs.)	779	292	37.5	487	62.5
High School (1-4 yrs.)	339	77	22.7	262	77.3
College	693	168	24.2	525	75.8

Years of School Completed: Persons 18 and over		# of Persons	% of Persons
Elementary - High School	1-3 yrs.	1,187	19.2
High School	4 yrs.	1,719	27.9
College	1-3 yrs.	1,713	27.8
	4 yrs.	719	11.7
	5 or more yrs.	831	13.5

Housing	Total # of Housing Units	Renter Occupied #	Renter Occupied %
Occupied housing units	3,175	1,923	60.6
Condominium housing units	252	78	31.0
	Total # of Persons	Renter Occupied	
Persons in occupied housing units	6,634	2,281	34.4

Language	Age 5-17 # of Persons	Age 18+ # of Persons	Total # Persons	%
Speak only English at home	739	4,423	5,162	71.0
Spanish language spoken at home				
Speak English very well/ well	160	506	666	9.2
Speak English not well/ not at all	72	318	390	5.4
Other language spoken at home				
Speak English very well/ well	96	797	893	12.3
Speak English not well/ not at all	26	137	163	2.2

Employment Characteristics Of Persons 16 and Over	# of Persons	%
Armed forces	1	
Civilian employed	3,876	60.4
Civilian unemployed	133	2.1
Not in labor force	2,409	37.5

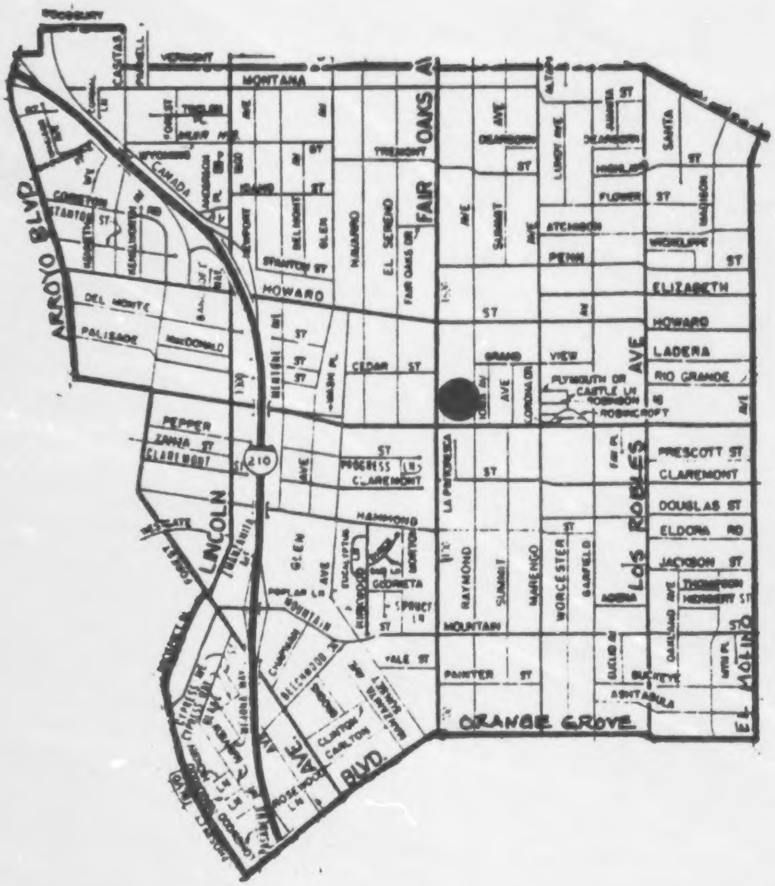
Presence and Age of Children of Working Mothers	In Labor Force # of Persons	%	Not in Labor Force # of Persons	%
Mothers with children under 6 yrs.	194	49.9	195	50.1
Mothers with children 6 to 17 yrs.	255	63.9	144	36.1

Occupation	# of Persons	% of Persons
Managerial & professional	1,214	31.7
Technical, sales & clerical	1,315	34.4
Service occupations	477	12.5
Agriculture	44	1.2
Production, craft & repair	355	9.3
Machine operators & laborers	420	11.0
		100.0%

Household Income in 1979	# of Householders	% of Households
$ 0 - $ 4,999	383	11.7
5,000 - 9,999	497	15.1
10,000 - 14,999	457	13.9
15,000 - 19,999	477	14.5
20,000 - 24,999	414	12.6
25,000 - 29,999	271	8.3
30,000 - 39,999	333	10.1
40,000 - 49,999	225	6.9
50,000 - 74,999	157	4.8
75,000 & over	68	2.1
		100.0%

Median Household Income $17,677

Poverty Status	# of Persons	% of Persons
Income above poverty level	6,864	90.7
Income below poverty level	706	9.3


WOODBURY
VERMONT
MONTANA
FAIR OAKS AVE
TREMONT
DEARBORN
SANTA
FLOWER ST
ATCHISON
PENN
ELIZABETH
HOWARD
LADERA
RIO GRANDE
LOS ROBLES AVE
PRESCOTT ST
CLAREMONT
DOUGLAS ST
ELDORA RD
JACKSON ST
HERBERT ST
EL MOLINO
ORANGE GROVE
PAINTER ST
ASHTABULA
MOUNTAIN
RAYMOND
SUMMIT
MARENGO
WORCESTER
GARFIELD
LA PINTORESCA
HAMMOND
GLEN
LINCOLN
AVE.
BLVD.
ARROYO BLVD
DEL MONTE
PALISADE
PEPPER
CLAREMONT
210
CANADA
STANTON ST
EL SERENO
NAVARRO
BELMONT
CEDAR ST
PROGRESS
GRAND VIEW
PLYMOUTH DR
CASTLE LN
ROBINSON
ROBINCROFT
CLIFTON
CARLTON
YALE ST

La Pintoresca Branch Service Area

LA PINTORESCA BRANCH LIBRARY

Branch History

In the spring of 1905 the Washington Heights Woman's Christian Temperance Union, which had been active for many years in an effort to do away with the saloons in North Pasadena, decided to sponsor a reading room for the people of this neighborhood. They raised money, located a room, kept it stocked with books and provided someone to staff the room. The first money was raised by individual subscription and by that well-known and successful fund-raising event - the chicken pie supper. The first room to be used was in the basement of the Washington Street Methodist Church and the first staff was composed of women who volunteered their time to operate the reading room. By early March, 1905, they had raised the promising sum of $36.00 and had made arrangements for small traveling libraries to be borrowed from the Ebell and Friday Morning Clubs.

It was not long, however, before the need for larger quarters became evident and it was then that the Northside Improvement Association offered to bear one-half the expense of renting a small store building which was on the southeast corner of North Fair Oaks and Washington. This was done and the library was located in the store from 1905 until the summer of 1907, when a movement was started to have the reading room brought under the control of the Pasadena Library Board. In 1904, after almost a decade of often acrimonius debate, both North Pasadena and Pasadena voted to annex North Pasadena to Pasadena. This increased the city's population of 14,500 by about 550.

At first the Library Board was able to furnish only part of the necessary money and began by appropriating a budget of $5.00 per month, later raising it to $12.00. It was through the determination and hard work of a group of local citizens that on November 1, 1908, a branch library with 666 books was established and Agnes Craig was hired as the first branch librarian, a position which she held until her death in 1928. The circulation of books fully demonstrated the need for the North Pasadena Branch. The library registered 579 borrowers and circulated 10,122 books in its first eight months.

At the time the library was established, the Painter Hotel, a popular tourist resort, was located on Washington Street between Fair Oaks and Raymond. John H. Painter, proprietor of the hotel, and B. F. Ball at one time owned virtually all of Pasadena north of Villa Street, buying it at $15 per acre from Henry G. Monk in the early 1880's. They paid $30,000 for the whole area and sold it in the boom years of 1886-1887 in 50- 60-acre tracts for about $150,000. The Painter family was very instrumental in developing North Fair Oaks Avenue and built the horse car line from California Street up Fair Oaks to Mountain View Cemetery in Altadena.

The hotel, which was built in 1887, prospered for many years, but in 1905 the Painters sold it to General M. C. Wentworth and others who changed the name to La Pintoresca Hotel (meaning the picturesque). A fire on December 31, 1912, destroyed the structure and it was not rebuilt.

The grounds it occupied were purchased by the city in 1914 and converted to a park. Although a library was not built on this site until 1930, the city purchased the land with the hope that it sometime would have a branch library built upon it.

Thoughout the twenties there were large increases in circulation in both the North and Northeast branches. In March, 1930, the Board of City Directors authorized the appointment of architects to prepare plans for the two branches. The firm of Bennett and Haskell, well-known architects who had designed a number of buildings in Pasadena, was selected to design the North Branch. The branch plans, which were adapted by the architects from a scheme submitted by the librarian, were particularly well-suited for a corner location, permitting the entrance between two wings directly into the central hall. Construction began in July, 1930, and the new library, renamed the La Pintoresca Branch, was opened December 30, 1930.

Although the La Pintoresca neighborhood originally contained upper middle class, luxurious homes, by the time the depression hit in 1929-1932, some of the more affluent residents had already left the area for other sections of town. Many of the older homes were transformed into small, inexpensive apartments. The circulation that had grown steadily began to decrease by the mid-1930's. This was partially attributed to the shift in the composition of the population in the community and also to the rezoning of the Washington Junior High, which at one time was one of the largest schools in Pasadena. The building was condemned and about 300 students were transferred to other schools. However, in the late 1930's the school reopened and the demands upon the branch increased once again.

By the early 1940's the neighborhood had become increasingly populated by racial and ethnic minority groups, particularly Blacks and Hispanics. The branch responded by adding books dealing with Black history and literature, special reading material for children from disadvantaged backgrounds, and material on setting up small businesses.

In order to meet the needs of this population of mixed educational and racial backgrounds, the staff at La Pintoresca in the 1950's emphasized special readership assistance and maintained a large collection of materials on job information, civil service examinations and practical home repairs. However, the reading interests of adult borrowers varied widely. Recent fiction was popular, as was non-fiction, especially books on the subject of politics and social conditions in the U.S. Because of the presence of several small manufacturing plants in the area, the branch also began to receive an increased number of technical questions.

In the early 1950's the branch had worked out an arrangement with the Cleveland, Edison, and Audubon schools for bus trips to the library every other month. The numbers of classes participating had grown so large that the library could not accommodate them all and had to turn down requests for monthly visits by the 2nd, 3rd and 4th grade classes. By the late

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1950's this branch carried the heaviest class program with 244 class visits from 8591 students in the 1959-60 school year. Five schools sent classes once a month and twenty different schools were represented in the summer reading program.

Throughout the decade of the 1960's the La Pintoresca Branch was extremely active. The library was not only a source of books and information but also a place for residents to meet and discuss community problems. The 1967-68 annual report, in fact, stated that the library's main objective for the coming year was to make the La Pintoresca Branch the center of activities for the Northwest community. The increasing interest in community activities resulted in more frequent use of the La Pintoresca meeting room by such groups as: The Well Baby Clinic, sponsored by the city's Health Department, P.C.C.-sponsored classes in Black History and Afro-American Sociology, the Woman's International League for Peace and Freedom, Head Start Parent groups, and volunteer tutors who provided after school assistance to the children at the library.

Similarly, the library's programs reflected its role as a neighborhood center. In the fall of 1967 and 1968 the branch sponsored Fall Festivals which included art classes, films, storytelling, and concerts by jazz musician Bobby Hutcherson, sitar-player Harihar Rao, and poetry reading by Dr. Frank Baxter. The La Pintoresca Library Art Workshop which provided art instruction and activities to hundreds of children began in 1967 as part of the Fall Festival. In 1969 the branch presented an Oriental Spring Festival which included movies, a Japanese tea ceremony, and demonstrations of Karate and Chinese exercise. In 1968-69 the La Pintoresca Branch was able for the first time in many years to show an increase in adult book circulation. This was the result of several factors, including a very successful paperback book project, an extended book delivery service to four convalescent hospitals and the spinoff from its large number of community-centered programs.

In the 1970's the La Pintoresca Branch weathered three attempts to close or relocate it. The first attempt, in 1976, followed a study conducted for the library system which recommended the closing of three branches. The report suggested that library service in the La Pintoresca area could be better provided by a bookmobile and the library building could be used as the bookmobile headquarters as well as provide some additional public use. In response, area residents circulated petitions, waged a letter-writing campaign and organized demonstrations in their successful effort to keep the branch open. The community residents and branch library staff felt that the low circulation figures which prompted the report's recommendations were deceptively low because the library was mostly used by students as a place for study and reference work.

Two more attempts to close the branch were yet to come. Following the passage of Proposition 13, five branches, including La Pintoresca, were scheduled to close. As with the previous attempt, the volume of public protest to the City Board forced them to restore funds to keep the branch open. Another attempt to close the branch came in 1979 when it was proposed that the books and services of the branch be moved into the Jackie Robinson Center. After a rash of protests from area residents and community leaders, the proposal was dropped. A group of interested supporters of La Pintoresca began to develop plans to increase user participation at La Pintoresca as a cultural and learning center.

Throughout these difficult years the branch was able to maintain an active role in the community. It received national coverage in the library press for its extensive program with several daycare centers, such as Pacific Oaks, the Washington Child Care Center and the Neighborhood House. It also provided story hours for two other centers, plus five public school preschool groups and five Headstart groups. It maintained an active schedule of after school and holiday programs, including puppet-making and puppet shows, jazz concerts, games, songs, front yard story hours, and a book trading post.

In 1978 the library sponsored a series of afternoon 'Community Speakouts' in which neighborhood residents were able to give their opinions about matters of importance in the area, such as Proposition 13, criminal justice and the library's role in the community. At the present time the La Pintoresca Branch continues to serve a racially and ethnically diverse population in a unique and significant manner. It serves as an example of the important community role a branch library can play.

The Branch Community

La Pintoresca Branch Library is located in northwest Pasadena at the center of an area which is roughly nine to ten miles in circumference. The area is bounded on the north by the city boundary, by El Molino Street on the east, Orange Grove Boulevard on the south and Prospect Boulevard, Forest Avenue and Arroyo Boulevard on the west. There are numerous bus routes through the area and many of the school buses drop children off at La Pintoresca Park, where the library is located.

There are a number of schools, nursing homes, churches, businesses and social service agencies in La Pintoresca area. Muir High School, Madison and Cleveland Elementary Schools, Washington Fundamental School and several Christian schools as well as the Pasadena College of Chiropratic are the educational facilities in the area. Most of the public school classes make regular visits to La Pintoresca. Nurseries, preschools and daycare centers in the area include Pumpkin Patch, Tiny Tots, Revelation Community Development Center, Child Development Center, Omowale Ujamaa, and Fun Club Day Nursery. Children from some of these visit La Pintoresca on a regular basis, while others visit when transportation is available. Teachers often obtain material from the branch to take back to the schools.

There are numerous nursing and convalescent homes in the La Pintoresca area, including Sophia Lyn Convalescent Hospital, Robinson Home, Golden Age Convalescent Hospital, and at least ten others. Some of these are served by deposit collections of books from La Pintoresca. However, a more thorough inventory of the nursing and convalescent homes in the area would determine whether deposit collections should be placed in other facilities as well as those currently served.

Social service agencies in the area are diverse and include Impact House, a drug rehabilitation program, Grandview Foundation, which treats alcoholism, and Head Start. Other service groups in the community include the NAACP and the Urban League.

There are also a number of neighborhood associations in La Pintoresca area, but most of those interviewed felt that their members do not use the library. However, many associations issue newsletters and they all hold regular meetings, thus providing an opportunity to publicize the branch services and activities to residents of the community.

Businesses are located along the main thoroughfares throughout La Pintoresca area. Businesses consist of car repair shops, light industry, sporting goods, neighborhood markets, liquor stores, beauty and barber shops, fast food restaurants, medical and dental offices and one supermarket, located at Orange Grove and Fair Oaks.

Many of the community services for the area are sponsored by or held at the Jackie Robinson Center. Services include health clinics, senior citizen programs, alcoholism counseling, and a variety of arts and crafts, music, physical fitness and sports activities. The library and the Jackie Robinson Center cooperate on programs during the summer. The Friends of the Library run the Summer Book Club at the Jackie Robinson Center and the children from the Summer Day Camp regularly visit the library.

Demographics

La Pintoresca Branch serves a larger population than any of the other branches. Blacks comprise 62.1% of the population, while 22.8% is White, and 3.3% is Asian. Hispanics represent 22.1% of the population but, in the census, are divided among the other racial groups. Although racial and ethnic figures for the branch service area are available only from the 1980 census, it appears that this area is experiencing more population growth than any of the other branch areas. During the decade from 1970 to 1980, overall city population increased 5%, while the Black population increased 31.2% and the Hispanic population increased by 67.6%. Since 65.3% of the city's Black population and 26.2% of the city's Hispanic population reside in the La Pintoresca service area, it is clear that this area is experiencing more rapid growth than other areas of the city.

La Pintoresca area has the largest population of children and the smallest number of senior citizens of any area of the city. Twenty-six percent of the population is under the age of 14, compared with 17.6% citywide, and only 10.8% of the population is over 65, compared with 14.9% citywide. This is in sharp contrast to the other branches, most of which (with the exception of Santa Catalina) serve populations that are approximately 15% children and 85% adult. More than 30% of the people over the age of 65 are living in one of the many retirement or nursing homes in the area.

There are almost as many (48.9%) single parent families in La Pintoresca area as there are married couple families (49.7%). Slightly more than half (50.9%) of mothers with children under six are employed outside the home. This figures increases to 63.7% for mothers of children between the ages of 6 and 17.

Most of the students in the area attend public schools. Over ninety percent are enrolled in public schools. The number of years of school completed is much lower than citywide figures. For example, 19.5% of city residents are college graduates, while approximately 10% of those in La Pintoresca area are college graduates. Citywide, 22.7% of the population did not graduate from high school while 39.2% of those in La Pintoresca area did not graduate from high school.

Occupations of workers in La Pintoresca area differ from citywide figures. For example, only 17.1% of workers are employed in the managerial or professional occupations, while 32.8% of workers citywide are in these occupations. On the other hand, 11.3% of workers are employed in production, craft and repair and 18.1% are machine operators and laborers, while citywide figures are 8.6% and 11.5% respectively.

Median income in La Pintoresca area ($12,325) is 24.4% lower than the city median of $16,298. More than 41% of the households have an income of under $10,000 and 75% of the households have an income under $20,000. More than 22% of the people live in a household with an income below the property level.

La Pintoresca area has had a chronic high unemployment rate dating back to at least 1960 and, probably, a great deal longer. A recent report issued by the city's Planning Department found that although the local labor force has been less subject to unemployment due to the recession-resistent employment, severe unemployment (50% or more above the average city rate) is concentrated in the northwest-north central portion of the city and has had its greatest impact on minority workers and residents. The report further found that "The high rate of unemployment for this area is consistent with national unemployment data that show minority unemployment is generally 50% to 100% greater than the prevailing total unemployment rate. For some segments of this labor force, such as Black teenagers, unemployment rates can range up to five times the total unemployment rate." (Draft 12-27-82 Background Report to Economic and Employment Element of the General Plan)

Nearly 25% of the residents of La Pintoresca area live in a household where a language other than English is spoken. The Spanish language is spoken in 19.3% of the households, with 7.8% of the people speaking English not well or not at all. A language other than English or Spanish is spoken in 3.6% of the households, but only .8% do not speak English well.

User Profile

Although La Pintoresca Branch serves the largest population of any of the branches, 25,778 or 21.7% of the total city population, it is the least used branch in the system. It has the lowest circulation and the lowest percent of the population registered (5.6%). Of the 1,656 people registered at La Pintoresca, 73% are adult and 26% are juvenile, the same as the proportions of adults and juveniles in the population.

The proportion of Blacks registered at the branch (66.6%) exceeds the proportion of Blacks in the population (62.1%). Hispanics, however, who make up 22.1% of the population, account for only 13.9% of the registration. In the User's Survey, 63.5% of those who filled out questionnaires were

Black and 5.8% were Hispanic.

The largest adult age group who use the library are those aged 25 to 34. They are the largest group in the population (16.7%), have the largest number of registrations (27.7%) and were the largest group represented in the User's Survey (26.9%). For the most part, senior citizens do not make use of this branch. Although a small proportion of the population (10.8%), they account for an even smaller proportion of the registrations (.8%). In fact, of the 2,780 people over the age of 65 in the community, only 13 are registered at the library. This contrasts somewhat with the User's Survey which shows that 9.6% of users were over 65.

It is generally true throughout the city and, indeed, nationwide that those who use libraries tend to be more educated than the general population. This is true at La Pintoresca, where over 82% of users have at least a high school education yet only 60% of the total population in La Pintoresca area has a high school education. More than 71% of the users of La Pintoresca fit into three of the eight occupations listed on the User's Survey - 19.2% are homemakers, 25% are students and 26.9% are professionals. An additional 11.5% are retired.

Branch Library

Although La Pintoresca Branch is not part of the School-Library Cooperative, 120 classes brought 3,558 children to the library during the 1981-82 school year. This is an increase of 18.8% over the previous year. There were 116 preschool story programs, including both neighborhood preschool programs and visits from organized preschool groups, a decrease of 15.9% from 1980-81. Three visits were made to preschools in the area and 44 visits were made to school classes, mostly for the purpose of publicizing the summer reading program.

Both circulation per capita (1.0) and circulation per registered borrower (27.9) are lowest at La Pintoresca. Low usage of the collection may reflect a number of things: a need to weed the collection and replace books with newer titles, a need to purchase different types of materials such as foreign language or large-type material, or demographic changes in the community which need to be considered in purchasing material or planning programs. Certainly, two of the important demographic figures which have an impact on services in this area are the very high number of children in the area and the high number of senior citizens who reside in nursing or convalescent homes. Although many mothers of children under six are working and presumably unavailable to bring children to library programs, the number is surprisingly not as great as in some areas of the city. In addition, many of the children of working parents are in daycare centers or preschools in the area and would benefit from increased contact between the library and the preschools and daycares. Because of the large number of children in the area and the large number of facilities serving children, the children's book collection at La Pintoresca should be weeded and new purchases added to the collection. Presently, there is a serious shortage of new and interesting books attractive to this audience.

One of the major elements in the approach to community analysis followed in this study is the heavy emphasis placed on contact with groups. This is done for a number of reasons, one of which is that by serving groups more people can be indirectly reached and served than by relying upon individual contacts. Although this benefit is difficult to realize in some areas such as Linda Vista which is almost entirely residential, with few groups, it is particularly important in an area such as La Pintoresca which contains an enormous number of groups — church groups, neighborhood associations, schools, businesses and agencies. A closer relationship between the branch and these groups would ensure that the branch is truly serving the needs of those in the community.

BRANCH CENSUS & REGISTRATION STATISTICS

LA PINTORESCA BRANCH

Total Neighborhood Population	25,778	Total Library Cards Issued	1,656
Adult (14 & up)	73.9%	Adult	73.3%
Juvenile (0-13 years)	26.1%	Juvenile	26.7%

Residency of Library Card Holders

Pasadena	87.2%
Altadena	7.7%
L.A. County	3.4%
Arcadia	%
San Marino	%
South Pasadena	%
Other	1.7%
	100.0%

% of neighborhood population registered at branch 5.6%

	1980 Census		Registration	
	No. of Persons	%	No. of Persons	%
Sex				
Male	12,048	46.7	679	43.2
Female	13,730	53.3	891	56.8
Race and Ethnic Background				
White	5,868	22.8	201	12.8
Black	16,011	62.1	1,046	66.6
American Indian	134	.5	8	.5
Asian & Pacific Islander	861	3.3	53	3.4
Other	2,904	11.3	44	2.8
Spanish Origin*	5,702	22.1	218	13.9
				100.0%

*U.S. Census distributes Spanish origin among above racial groups, not included separately as a racial group.

Age	1980 Census		Registration	
	# Persons	%	# Persons	%
0 - 4	2,577	10.0	4	0.3
5 - 13	4,124	16.0	415	26.4
14 - 19	3,015	11.7	278	17.7
20 - 24	2,641	10.3	193	12.3
25 - 34	4,304	16.7	435	27.7
35 - 44	2,513	9.8	180	11.5
45 - 64	3,757	14.6	52	3.3
65+	2,780	10.8	13	.8
		100.0%		100.0%

Percentage Distribution of Adult Users	1980 Census %	Registration %
Total	100.0	100.0
14 - 19	15.9	24.1
20 - 24	13.9	16.8
25 - 34	22.6	37.8
35 - 44	13.2	15.6
45 - 64	19.8	4.5
65+	14.6	1.1

Households with one or more persons under 18	# of Households	%
Married couple family	1,947	49.7
Male householder, no wife present	235	6.0
Female householder, no husband present	1,681	42.9
Nonfamily household	55	1.4

Households with Persons 65 yrs & Over	# of Persons	% of Persons
In family household	1,360	48.9
In nonfamily household	734	26.4
In group quarters		
Inmate of institution	682	24.5
Other	4	0.1

Type of Group Quarters	# of Persons
Inmate of mental hospital	71
Inmate of home for the aged	851
Inmate of other institution	57
In college dormitory	0
Other in group quarters	103

Occupied Housing Units with No Car Available	
	1,631

School Enrollment	Total	Private School		Public School	
	# of Persons	# of Persons	%	# of Persons	%
Nursery School	444	126	28.4	318	71.6
Kindergarten/ Elementary (1-8 yrs.)	4,186	400	9.6	3,786	90.4
High School (1-4 yrs.)	2,009	99	4.9	1,910	95.1
College	1,681	282	16.8	1,399	83.2

Years of School Completed: Persons 18 and over		# of Persons	% of Persons
Elementary - High School	1-3 yrs.	6,661	39.2
High School	4 yrs.	5,064	29.8
College	1-3 yrs.	3,655	21.5
	4 yrs.	798	4.7
	5 or more yrs.	818	4.8

Housing	Total # of Housing Units	Renter Occupied #	Renter Occupied %
Occupied housing units	8,036	4,541	56.5
Condominium housing units	17	17	100.0

	Total # of Persons	Renter Occupied	
Persons in occupied housing units	24,508	11,976	48.9

Language	Age 5-17 # of Persons	Age 18+ # of Persons	Total # Persons	%
Speak only English at home	4,598	13,060	17,658	76.3
Spanish language spoken at home				
Speak English very well/ well	1,099	1,567	2,666	11.5
Speak English not well/ not at all	283	1,521	1,804	7.8
Other language spoken at home				
Speak English very well/ well	124	708	832	3.6
Speak English not well/ not at all	50	133	183	0.8

Employment Characteristics Of Persons 16 and Over	# of Persons	%
Armed forces	7	0
Civilian employed	9,696	53.2
Civilian unemployed	805	4.4
Not in labor force	7,703	42.3

Presence and Age of Children of Working Mothers	In Labor Force # of Persons	%	Not in Labor Force # of Persons	%
Mothers with children under 6 yrs.	944	50.9	909	49.1
Mothers with children 6 to 17 yrs.	1,074	63.7	611	36.3

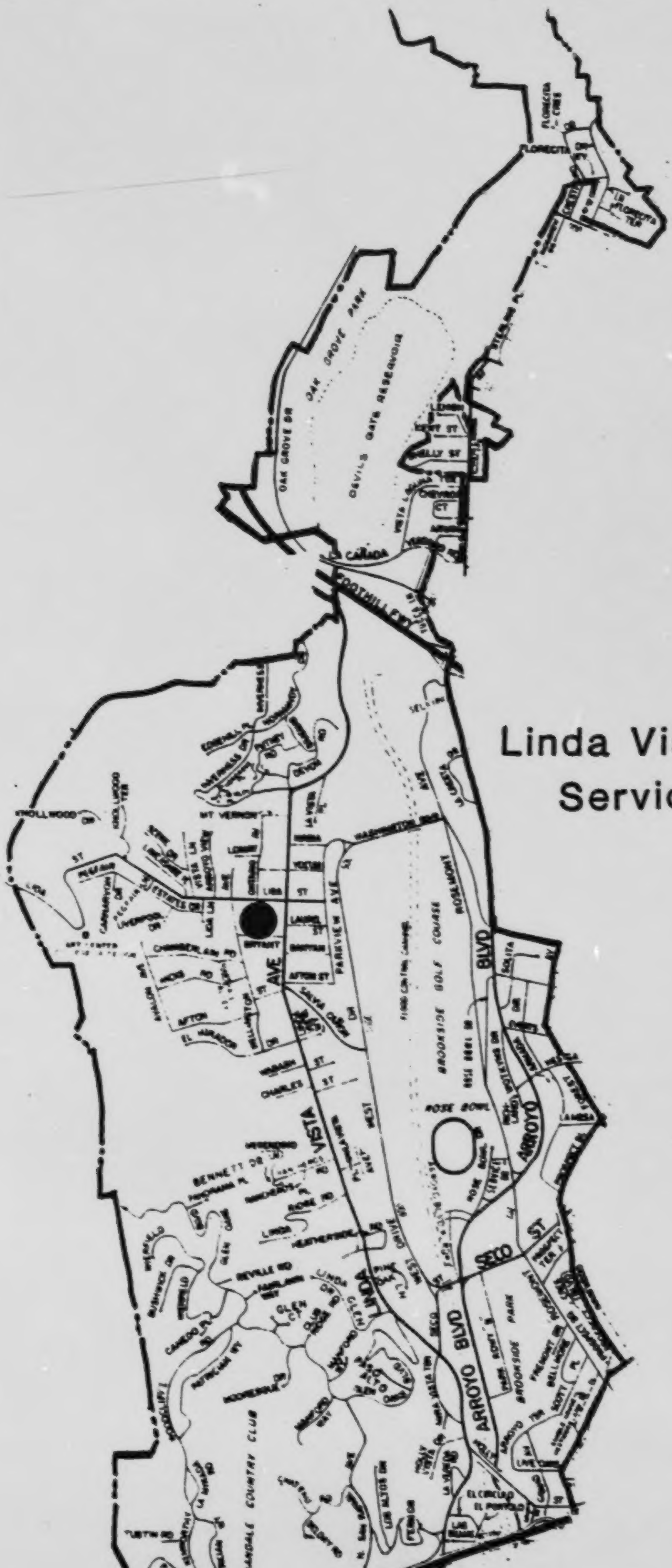
Occupation	# of Persons	% of Persons
Managerial & professional	1,662	17.1
Technical, sales & clerical	2,712	28.0
Service occupations	2,238	23.1
Agriculture	235	2.4
Production, craft & repair	1,092	11.3
Machine operators & laborers	1,751	18.1
		100.0%

Household Income in 1979	# of Householders	% of Households
$ 0 - $ 4,999	1,589	19.6
5,000 - 9,999	1,801	22.2
10,000 - 14,999	1,517	18.7
15,000 - 19,999	1,200	14.8
20,000 - 24,999	808	10.0
25,000 - 29,999	353	4.4
30,000 - 39,999	512	6.3
40,000 - 49,999	148	1.8
50,000 - 74,999	134	1.7
75,000 & over	31	0.4
		100.0%

Median Household Income $12,325

Poverty Status	# of Persons	% of Persons
Income above poverty level	19,125	77.6
Income below poverty level	5,520	22.4

Linda Vista Branch Service Area



FLORECITA DR
LA FLORECITA TER
OAK GROVE DR
OAK GROVE PARK
DEVILS GATE RESERVOIR
KELLY ST
VISTA LAGUNA
CAÑADA
FOOTHILL FWY
KNOLLWOOD DR
KNOLLWOOD TER
MT VERNON
WASHINGTON BLVD
PEGFAIR
CARNARVON DR
LIVERPOOL DR
ESTATES DR
LIDA ST
LAUREL
BRYANT
AFTON ST
CHAMBERLAIN RD
HICKS RD
AVALON
AFTON
EL MIRADOR
WELLINGTON ST
SALVIA CANYON RD
CHARLES ST
FAIRVIEW AVE
ROSEMONT
BROOKSIDE GOLF COURSE
ROSE BOWL
LINDA VISTA AVE
ARROYO BLVD
SECO ST
BENNETT DR
PANORAMA PL
LINDA
WESTVIEW RD
REVILLE RD
GLEN
WEST DRIVE
SECO
BROOKSIDE PARK
CAMEDO PL
PATRICIAN WY
HOOPER
ANNANDALE COUNTRY CLUB
LOS ALTOS DR
EL CIRCULO
EL PORTOLO
LAS FLORES
PATRICIAN
VENTURA FRWY

LINDA VISTA BRANCH LIBRARY

Branch History

In 1883 Professor John D. Yocum and his family came from Iowa to live in Pasadena. They first settled on Monk's Hill in Pasadena, which overlooked the picturesque hillside across the Arroyo Seco, then known as "Indian Flat". Before the end of the year, Yocum had purchased all of what was to be known as Linda Vista for $50,000 from Captain Dreyfuss, who had grazed sheep there for a number of years and considered the hunting and lassoing of grizzly bears in the area great sport! The heavily-wooded area was also a favorite hunting ground for lynx and fox.

Yocum immediately set to work building a home, developing the existing springs and installing a water system. The subdivision of lots, the laying out of streets and the planting of orchards began in October, 1886.

Nathan Yocum, son of the professor, bought with a Los Angeles syndicate the south 600 acres from his father for $40,000. Thereafter, the area became known as "Upper" and "Lower" Linda Vista. The syndicate also purchased fifty-two adjoining acres to the east, including Reservoir Hill. During the rainy months, the area was not passable for long periods of time. The West Pasadena Railway Company was established to improve transportation across the Arroyo Seco. A suspension bridge was built in 1887 to accommodate horse-drawn streetcars. Tracks were laid for the horse car line and the street railway began operating along Park Avenue (now Linda Vista Avenue) to Inverness. The street railway folded in the depression year of 1892.

Although the Linda Vista area was annexed by the City of Pasadena in 1914, it was not until the building boom which followed World War II that the possibility of a library was discussed. In the years immediately following World War II the hills were cut away, new roads were built and new house lots were staked out in what was once thought of as uninhabitable territory. The population of Linda Vista, which numbered 2500 to 3000 in 1946, was expected to soon double in size. These residents were separated from the closest library by a 2 to 2 1/2 mile distance and by a natural barrier, the Arroyo Seco. Although it was in 1945 that Doris Hoit, the City Librarian, recommended that three additional branch libraries be constructed in order to bring library service to within a mile of every resident, it was not until 1951 that the three branches were authorized by the Board of City Directors.

On May 16, 1950, 322 residents of Linda Vista had petitioned the City Board to build a branch library in the area. They did not specify any location for the library, but a petition signed by a second group of 29 residents had been presented to the Board a week earlier, urging that the library be built adjacent to the market and fire station on Linda Vista Avenue to create a civic center in the neighborhood. This second group opposed locating the library west of the Linda Vista School on Wellington near Bryant, as had previously be considered by city officials. In February, 1954, the City Board authorized the City Manager to negotiate for a site across the street from the Linda Vista School which met with the approval of the Library Board and the Linda Vista neighbors. This property was actually the second choice of the Board. They preferred an oak-studded glen at the west end of the school campus, but school officials refused to permit its use as a library, speculating that someday they might need it for expansion of the school. Although the land was purchased in 1954, there were no plans for immediate development because construction of two other branch libraries - Hastings and San Rafael - had priority. However, the Linda Vista Branch was the first to be completed of the three branches that were financed by a bond issue in 1956.

Construction of the $56,000 Linda Vista Branch, which was designed by Architect Marion J. Varner and is located at the corner of Bryant and Ontario Streets, began in August, 1956. The building is of contemporary architecture, designed to blend with and complement the residential character of the neighborhood. The book collection was planned to serve a neighborhood that is "culturally alive and community conscious". The city librarian expected the reading interest of the area to center on music and the arts, social activities, gardening and such sports as tennis and swimming.

The new library was dedicated and opened for service on January 29, 1957, with a program that was attended by many civic dignitaries, members of the Library Board and staff, visiting librarians, local members of the community and the sixth graders and principal of the Linda Vista School. Seventy-five percent of the branch's circulation activity during the first few months was with children, particularly the 307 elementary school children from Linda Vista School just across the street from the branch. The new library had been announced to the students in the fall and library card applications were distributed before the branch opened. In addition to the after-school service for these children, each of the classes visited the library once a month for stories, library instruction and book selection. The library established close contact with the PTA and an article about the new branch was included each month in the PTA's newsletter. Light use was made of the library by junior high and high school age groups and there were not many students using the library during the two evenings each week that the branch was open. Similarly, adult patrons were slow to discover the library; most of the regular adult users were parents of children at the Linda Vista School. In order to lessen the impresssion that the branch was only a children's library, the librarian contacted many groups in the area to explain the library's services and collection.

In honor of the fifth anniversary of the opening of the Linda Vista Branch, the week of January 29, 1962 was designated "signing of the scroll week". The original scroll which had been designed by the Linda Vista school children in 1957 and signed by the entire school as well as those attending the library's dedication ceremonies was displayed along with a new scroll designed by Mary Walgamott and signed by many patrons.

Friends of the Linda Vista Branch Library group was organized in the early 1960's to stimulate greater interest and patronage in the use of the library. The Friends have over the course of the years made many donations of books, magazine subscriptions, display cases and other gifts to the branch, and have been helpful in sponsoring events and programs. In 1977 the Friends, in cooperation with PCC, presented a series of lectures entitled "The Maya: Greeks of the Americas", and in the spring of 1979 they sponsored a major series of ten programs for adults and children which included chamber music, marionettes, cooking demonstrations, flower arranging and guest speakers.

The Linda Vista Library faced closing in 1976 along with two other branch libraries. A study that was made of library service in the city found that the Linda Vista area was too small to warrant a branch and the branch itself was "poorly used". It suggested that the building should be sold to the school district to be used as a kindergarten. Due in large part to the response of the residents and the active participation of groups in the Linda Vista area, the branch was not closed. Many patrons felt that the library was important not only for borrowing books but also for the numerous other services offered, including preschool and school-age story hours, the summer reading club, special lectures, films, book discussion groups and other programs. In addition, since the Linda Vista School no longer had a library many classes came to the branch regularly and thus it became an invaluable resource for the school. Linda Vista was also one of the branches included in the proposal to close branches following Proposition 13. Again, because of community response, the plan was dropped.

In addition to an ongoing active program of story hours and films, the Linda Vista Branch has in recent years presented some interesting special programs, including a glass-blowing demonstration, an exhibit of exotic Easter eggs, an adult book discussion program, a holiday window painting program, a Chinese festival for children, and a series of lectures on how to select the best in children's books, with subjects ranging from pre-17th century through Puritan and Victorian books for children and on to telling stories to today's children.

The historical tie between the Linda Vista School and the library has continued. Since the beginning of the School-Library Cooperative program in the 1979-80 school year, the library has functioned as a school library in the mornings for thirteen classes per week as well as a public library. In the 1980-81 school year, 336 classes from the Linda Vista School visited the library. Circulation has increased and additional books have been added to the children's section.

Unlike some of the other branches in the system, the Linda Vista Branch has been characterized by unusual stability in its readership and function. There have been no major changes in the neighborhood, so branch usage and reading interests have remained fairly stationary. Consequently, it has been able to develop a more distinct tradition than some of the other branches and there has been less need to adjust its role to changing patterns in the community.

Branch Community

Historically, the Linda Vista area has been set apart geographically from the rest of Pasadena. Before the construction of the first bridge in the 1880's it was not possible to pass through the Arroyo for months at a time during the rainy season. In 1913 the Colorado Street Bridge was opened and the following year the Linda Vista area was annexed to the City of Pasadena. These natural boundaries still exist. The Linda Vista area is bordered by the Arroyo on the east, the hills on the west, and two manmade boundaries have been created, the 210 Freeway on the north and the 134 Freeway on the south.

The library is convenient to most residents of the Linda Vista area. In fact, 100% of those surveyed in the User's Survey reported that it is easy for them to get to the library. Linda Vista Avenue is the main thoroughfare of the area and the library is located one block west of this main road. It is within easy walking distance for many residents and it takes no longer than ten minutes for any resident of the Linda Vista area to reach the library by automobile. Because the area is quite hilly, many of the residents drive to the branch. Few residents use public transportation, since only a very small number of the households do not have a car. However, bus service is available along Linda Vista Avenue with a bus stop located one-half block from the Library.

The Linda Vista branch service area is exclusively residential with the exception of Jurgensens Market, a fire station, a school and the library. Consequently, the branch mainly serves the leisure reading interest of the residents. The market has become a central communications center where residents post various flyers, business and social inquiries, and other neighborhood announcements. Local news is generally communicated through the Linda Vista-Annandale Property Owner's Association Newsletter. The newsletter is usually issued six times a year, providing residents with up-to-date information on ordinances or zoning information.

The school closest to the Linda Vista Branch is Linda Vista Primary School, across the street. Enrollment is approximately 345 children, in kindergarten through 3rd grade. This will change next year, when the configuration of the public schools will be changed and Linda Vista School will provide classes for grades kindergarten through 6th grade. Linda Vista School has been involved with the School-Library cooperative program for two years. Through this program, each of the thirteen classes visits the library at least once a week to receive library skills instruction and reading appreciation, in order to develop a value system for reading and libraries. The program is conducted by the branch librarian in conjunction with teacher support. Many children in the Linda Vista area attend private schools. In fact, more children attend private school than public school. Census figures for 1980 show that of the 468 children enrolled in kindergarten through grade 8, 282 or 60% attend private school. These children attending private schools and upper grade public schools also make use of the Linda Vista Branch, especially during after school hours and Saturdays.

The only other educational facility located in the Linda Vista area is the Art Center College of Design. The art school brings a considerable amount of non-resident traffic to the area and has brought some patronage from its students to the branch.

There are no neighborhood daycare centers or preschool facilities in the immediate Linda Vista area. There are several family daycare homes in the area and some of these children are brought to the library for story hours and other programs.

Since the number of young children in the neigborhood declined by 23% from 1970 to 1980, there are very few services for young people. The area is exclusively residential and there are few recreational facilities available. Other than park facilities, such as those at Brookside Park, children are primarily involved in activities such as team sports at facilities across the Arroyo, or music and dance activities at facilities and studios in other areas of Pasadena or nearby La Canada.

The Linda Vista Branch Library has its own support group, the Friends of the Library, which has approximately 230 members. The Friends assist in programs and have made donations to the branch for the purchase of materials. There is not a large number of other organizations in the Linda Vista area, although those that are present are very supportive of the library. The Linda Vistans, the Linda Vista-Annandale Association and the Linda Vista School PTA all use the library and frequently hold meetings there. The branch library has a close and productive relationship with each of these groups.

Demographics

When compared with other branch libraries, the Linda Vista Branch service area contains the smallest number of people, 4,134 or 3.5% of the total city population. Eighty-five percent of these are adult, age 14 and over and 15% are younger than 14. The Linda Vista area has the highest proportion of people over 45 (45%) and the smallest proportion of preschoolers (4.2%) compared with the other branch service areas. There are more than twice as many people in the 45-64 age category than in any other age category in the Linda Vista area. It is not surprising, then, that the User's Survey indicates that 44.1% of the adult users are in the 45-64 age group.

Although the total number of residents of the area has changed very little recently (up .5% from 1970 to 1980), there have been some dramatic changes in the growth or decline of certain segments of the population. For example, the number of children aged 0 to 13 decreased 23.2% during this period, while the number of people in the 25-44 age group increased by 26.3% and those aged 65 and over increased by 30.8%.

Almost 75% of the residents in the Linda Vista area are White, 17.3% are Black, 5.7% are Asian and 4.3% are Hispanic. Residents tend to be well-educated. Almost 50% of those over 18 are college graduates and more than half of these have attended graduate school. An additional 25% have attended college but did not graduate. Only 25% of the adult population has not attended college at all. This high educational level is reflected in the type of jobs held by those living in Linda Vista. Fifty-two percent of workers are in managerial or professional jobs and fewer than 10% are skilled or unskilled workers.

Most of the children in the Linda Vista area live in families where both parents are present. Almost 87% of the households with children under 18 are married couple families; only 12.6% are single parent families. Well over half (60%) of mothers with children under six are working outside the home and slightly more (61%) of the mothers with children between the ages of 6 and 17 are employed.

The Linda Vista area has the highest median income in Pasadena - $35,533. Census figures indicate that in 1979, 37% of the households had income over $50,000.

User Profile

Despite the small number of people in the geographic area that the Linda Vista Branch is intended to serve, the branch has a very high number of registrations. As of September 5, 1982, which was before the children in the School-Library Cooperative were registered, 791 (19.1%) of the people in the Linda Vista area were registered at the library. Of these, approximately 70% were adults and 30% were under age fourteen. Following the registration of the children from Linda Vista School and several new registrations from the neighborhood, the total number of registered borrowers increased to 1,229. Of this total, 49% are under age 14 and 51% are adult. Of the children registered, 70.1% are in the 5 to 8 age range, which corresponds to the ages in the Linda Vista School. Clearly, the number of students who visit this branch because of the School-Library Cooperative has had a significant effect on the use of the branch and its collection. The impact of the realignment of grades planned for the fall of 1983 should be considered now, so that there will be a sufficient number of books and materials to meet the needs of the upper elementary grades which will be at the Linda Vista School in the fall.

The proportion of adults registered to use the library in each age category fairly closely parallels the proportion of adult population in the age category. The largest differences are in the 14-19 age group which, because most of these are students, has a higher registration and the 45-64 age group. Despite a low percentage of registrations in this latter group, according to the User's Survey, this group is by far the most frequent user of the branch. A very high number of people who use this branch are retired (27.1%)

The Linda Vista Branch is used by adults primarily for personal information and leisure reading (74.5%). It had the smallest number of adults using the branch for school related information (6.8%) and next to the smallest number using it for job or career related information.

Demographic statistics of residents must be looked at in conjunction with library use statistics since to look at one without the other is to see only one perspective. For example, census figures show that of the 25 children who live in homes in the Linda Vista area where a language other than English is spoken, all of them speak English well or very well. Yet, since approximately 90% of the children currently attending the Linda Vista School are bussed in from other areas in Pasadena, many of them come from Spanish-speaking homes and they are enrolled in a bilingual program at Linda Vista School.

The Branch Library

At the present time, Linda Vista's book collection is 52% adult books and 48% juvenile books. This corresponds to the actual usage of the branch. However, as previously mentioned, the needs of the older elementary school grades should be considered in book selection now so that adequate material will be available in the fall when these children enroll at Linda Vista School.

In the 1981-82 school year, 327 classes with a total attendance of 9,024 children visited the Linda Vista Branch. In addition, there were 40 neighborhood preschool story hours with an attendance of 191, or approximately 5 children per story hour. Attendance at film programs averaged 25 for the 16 programs held in 1981-82. Because of the lack of preschools and daycare centers in the area, there have been no visits made to this type of school in recent years. The number of children completing the summer reading club program has steadily increased over the past few years, with 69 children completing the program in the summer of 1982.

Linda Vista Branch has the highest per capita circulation of any of the branches, circulating 10.4 books for each person living in the area. It also has the highest circulation per registered borrower. Each person registered at Linda Vista Branch borrows approximately 54 books per year. Total circulation increased 33.3% from 1976-77 to 1981-82. A large increase occurred in the 1980-81 year (up 37.5% over 1979-80), the year the School-Library Cooperative was formed.

The User's Survey indicates that adults tend to use the fiction collection (81.4%) and the nonfiction collection (78%) about equally as frequently. Although users appear satisfied with both of these collections, 28.8% said that the one change that would most increase their satisfaction with the branch is the addition of more adult books. Although answers to the question as to whether users would prefer duplicate copies of popular material or single copies of a wider range of books was roughly divided equally at most branches, users at Linda Vista show a clear preference (76.3%) for a wider range of titles.

BRANCH CENSUS AND REGISTRATION STATISTICS

LINDA VISTA BRANCH

Total Neighborhood Population	4,134	Total Library Cards Issued	1,229
Adult (ages 14 up)	84.9%	Adult	51.0%
Juvenile (ages 0-13)	15.1%	Juvenile	49.0%

Residency of Library Card Holders	
Pasadena	89.4%
Altadena	4.8%
L.A. County	2.8%
Arcadia	%
San Marino	%
South Pasadena	%
Other	2.9%
	100.0%

% of neighborhood population registered at branch 26.6%

	1980 Census		Registration	
	No. of Persons	%	No. of Persons	%
Sex				
Male	2,084	50.4	474	42.4
Female	2,050	49.6	645	57.6
Race and Ethnic Background				
White	3,096	74.9	766	68.5
Black	717	17.3	161	14.4
American Indian	5	0.1	2	0.2
Asian & Pacific Islander	235	5.7	60	5.4
Other	81	2.0	20	1.8
Spanish Origin*	176	4.3	110	9.8
				100.0%

*U.S. Census distributes Spanish origin among above racial groups, not included separately as a racial group.

Age	1980 Census # Persons	1980 Census %	Registration # Persons	Registration %
0 - 4	170	4.2	14	1.3
5 - 13	439	10.9	534	47.7
14 - 19	336	8.3	88	7.9
20 - 24	194	4.8	32	2.9
25 - 34	524	13.0	98	8.8
35 - 44	589	14.6	128	11.4
45 - 64	1,218	30.1	136	12.1
65+	576	14.2	89	7.9
		100.0%		100.0%

Percentage Distribution of Adult Users (14 yrs. up)	1980 Census %	Registration %
Total	100.0	100.0
14 - 19	9.8	15.4
20 - 24	5.6	5.6
25 - 34	15.2	17.1
35 - 44	17.1	22.4
45 - 64	35.4	23.8
65+	16.8	15.6

Households with one or more persons under 18	# of Households	%
Married couple family	406	86.9
Male householder, no wife present	8	1.7
Female householder, no husband present	51	10.9
Nonfamily household	2	.4

Households with Persons 65 yrs & Over	# of Persons	% of Persons
In family household	492	85.4
In nonfamily household	84	14.6
In group quarters		
Inmate of institution	0	
Other	0	

Type of Group Quarters	# of Persons
Inmate of mental hospital	0
Inmate of home for the aged	0
Inmate of other institution	0
In college dormitory	0
Other in group quarters	0

Occupied Housing Units with No Car Available	
	16

School Enrollment	Total	Private School		Public School	
	# of Persons	# of Persons	%	# of Persons	%
Nursery School	54	45	83.3	0	16.7
Kindergarten/ Elementary (1-8 yrs.)	468	282	60.3	186	39.7
High School (1-4 yrs.)	215	96	44.7	119	55.3
College	424	104	24.5	320	75.5

Years of School Completed: Persons 18 and over		# of Persons	% of Persons
Elementary - High School	1-3 yrs.	231	7.0
High School	4 yrs.	588	17.8
College	1-3 yrs.	847	25.7
	4 yrs.	754	22.8
	5 or more yrs.	882	26.7

Housing	Total # of Housing Units	Renter Occupied #	Renter Occupied %
Occupied housing units	1,555	96	6.2
Condominium housing units	0	0	
	Total # of Persons	Renter Occupied	
Persons in occupied housing units	4,093	117	2.9

Language	Age 5-17 # of Persons	Age 18+ # of Persons	Total # Persons	%
Speak only English at home	615	3,060	3,675	93.2
Spanish language spoken at home				
Speak English very well/ well	15	85	100	2.5
Speak English not well/ not at all	0	34	34	.9
Other language spoken at home				
Speak English very well/ well	10	109	119	3.0
Speak English not well/ not at all	0	14	14	.4

Employment Characteristics Of Persons 16 and Over	# of Persons	%
Armed forces	0	
Civilian employed	2,098	61.5
Civilian unemployed	47	1.4
Not in labor force	1,266	37.1

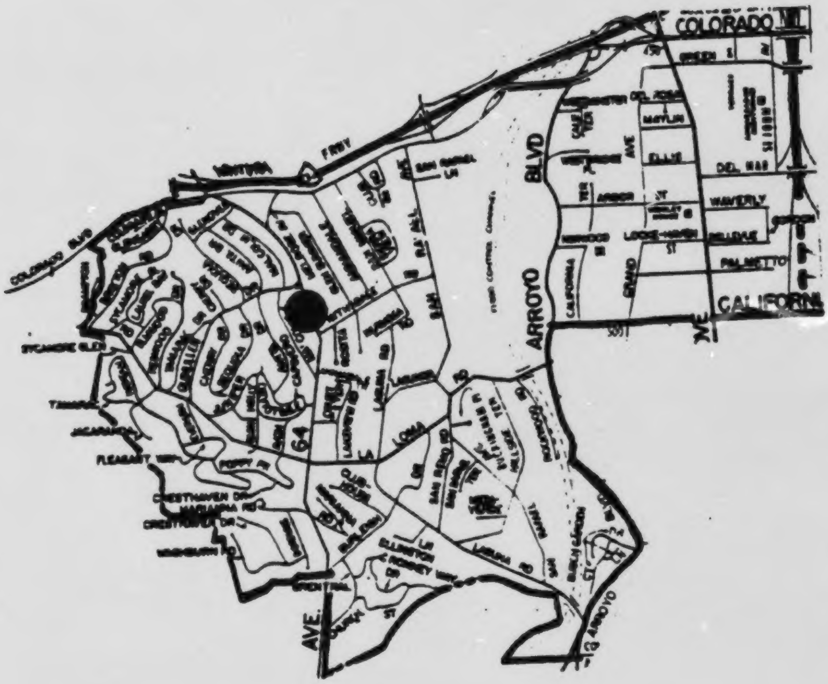
Presence and Age of Children of Working Mothers	In Labor Force # of Persons	%	Not in Labor Force # of Persons	%
Mothers with children under 6 yrs.	108	59.0	75	41.0
Mothers with children 6 to 17 yrs.	179	61.3	113	38.7

Occupation	# of Persons	% of Persons
Managerial & professional	1,106	52.0
Technical, sales & clerical	693	32.6
Service occupations	99	4.7
Agriculture	17	.8
Production, craft & repair	93	4.4
Machine operators & laborers	118	5.6
		100.0%

Household Income in 1979	# of Householders	% of Households
$ 0 - $ 4,999	48	3.1
5,000 - 9,999	85	5.5
10,000 - 14,999	77	5.0
15,000 - 19,999	79	5.1
20,000 - 24,999	194	12.5
25,000 - 29,999	138	8.9
30,000 - 39,999	188	12.1
40,000 - 49,999	171	11.0
50,000 - 74,999	331	21.3
75,000 & over	244	15.7
		100.0%

Median Household Income $35,533

Poverty Status	# of Persons	% of Persons
Income above poverty level	3,987	96.4
Income below poverty level	150	3.6


COLORADO
VENTURA FRWY
COLORADO BLVD
ARROYO BLVD
ARROYO
CALIFORNIA
SAN RAFAEL AVE
LOMA
AVE.
SYCAMORE GLEN
JACARANDA
PLEASANT WAY
CRESTHAVEN DR
WAVERLY
PALMETTO
DEL MAR
ELLIS
ARBOR ST
GRAND
LAGUNA RD
64

San Rafael Branch Service Area

SAN RAFAEL BRANCH LIBRARY

Branch History

San Rafael, close to the center of Pasadena, yet geographically separated by the Arroyo Seco, is a community rich in historical tradition. Originally, it was part of a land grant of 36,403 acres given by the Mexican government on October 20, 1784, to Corporal Jose Maria Verdugo. Called the Rancho San Rafael, the grant included the present day Linda Vista and San Rafael areas as well as a much larger area to the west. Later, the land was lost by Verdugo's heirs for non-payment of taxes and other debts.

Prudent Beaudry and Benjamin Dreyfus acquired the land, gradually selling off parts of it. In 1883 a Scotsman named Alexander Robert Campbell-Johnson purchased over 2,000 acres which became known as the San Rafael Ranch. He returned to England for five years, entrusting his three sons to utilize the ranch for real estate development and agriculture. After he died in 1888, his wife commissioned the building of a church to perpetuate his memory, the Mission of the Church of the Angels, a beautiful and architecturally significant landmark in the San Rafael area.

The San Rafael section developed slowly, isolated by natural barriers often for months at a time. In 1898 a private bridge was built near the present site of La Loma Bridge. The construction of the famous Colorado Street Bridge in 1913 linked San Rafael to the rest of Pasadena. In 1914, San Rafael Heights was annexed to the City of Pasadena. The area remained relatively unpopulated until housing subdivisions were built in the 40's and 50's, bringing in thousands of new residents.

As early as 1945, Miss Doris Hoit, City Librarian, recommended building a branch in the San Rafael area, noting that the southwest section of the city was completely cut off from library service. In 1951, the building of the San Rafael Branch was authorized by the City Board of Directors, after the PTA and a group of 400 residents petitioned for a branch library.

However, even though residents were in favor of having a library in their area, the community became divided over where the branch should be located. Citing the selected location on the corner of Avenue 64, Nithsdale Road and Rosita Lane as a potential traffic hazard for children and a threat to property values, a group of homeowners, in protest, purchased the property. The city filed a condemnation suit, and petitions were circulated by residents, both for and against the chosen site. A long legal battle ensued. It took until June, 1954, for the matter to be resolved, with the courts upholding a judgement in favor of the city. After additional delays, plans for the San Rafael Branch were approved in January, 1956. Designed by the architect, Culver Heaton, the branch was awarded a merit certificate by the Pasadena chapter of the American Institute of Architects.

When the San Rafael Branch formally opened on July 31, 1957, it was warmly received by over 200 residents. The neighborhood contained grand old estates, many new homes, the San Rafael Elementary School, one Episcopal church, one small Presbyterian college, and a church home for children. A closely knit and highly literate community, families in the area were comfortable middle class or wealthy upper class, with a high percentage of college graduates and professionals. Many of the children attended private schools as well as the San Rafael Elementary School.

From the outset, the branch was used extensively by children in the neighborhood. The first Halloween party attracted over 275 children. Preschool story hours, holiday programs, and summer film programs were enthusiastically attended. The San Rafael School, although small (about 500 pupils) sent classes from the 3rd through 6th grades to the library on regular monthly visits. Close cooperation was established between the branch librarian and the San Rafael Elementary School principal, teachers, and the PTA. In 1958, the PTA awarded the San Rafael Branch with two gifts: 1) over 300 volumes of selected children's literature from a collection that had been maintained by the PTA at San Rafael School, and 2) the 22-volume set of the Dictionary of American Biography. The following year the PTA of San Rafael School gave $50 to modernize an 18-inch globe of the world.

Along with children in the San Rafael area came their parents. As the adult book collection grew and adapted to meet community demand, adult patronage of the branch increased. Reading interests were diverse and sophisticated, encompassing popular fiction, travel, modern foreign literature, philosophy, art, gourmet cookery, gardening and architecture. During the branch's second year of existence a book discussion group for women was started. Attended by young mothers and older grandmothers, the group met over morning coffee and had lively conversations about the ideas - some of them controversial - presented in books.

Teenagers also made good use of the branch, mostly for recreational reading. When the branch first opened, parents requested that it be open two nights a week so that students could study near home. Teenagers were particularly interested in the young adult collection, selecting science fiction, romance, biography and war stories.

By 1961, it was apparent that the branch needed a meeting room for story hours, film showings, and community meetings. An addition was authorized by city bond elections in 1964. On April 17, 1967, the new meeting room was completed, initiated by a 'story-warming'. During the next year, it was used almost daily.

The San Rafael adult book discussion group continued throughout the sixties. Book discussions reflected the spirit of the times - in 1969 the topics were racial understanding and problems on college campuses. Class visits to the branch increased - in addition to San Rafael School, the lower grades from Linda Vista and Arroyo-Garfield and a fifth grade class from Westridge came to the branch for stories, book talks and presentations on the usage of the library.

In the 70's, the branch continued to function as a cosy neighborhood center, "sometimes resembling a club". San Rafael was close to the center of Pasadena, yet rural and uncitified. Families with young children were still moving in. Most patrons walked or bicycled to the branch, neighbors encountered each other there, and children ran in and out of the building. The Boy Scouts, the Girl Scouts, the PTA and the Campfire Girls held meetings in the community room.

The branch was not singled out for closure in the mid-70's, but it did experience many changes in staff at the end of the decade. In October, 1980, the San Rafael Branch was added to the three branch libraries involved in the School-Library Cooperative, which has formalized the close relationship it has always had with San Rafael School. It serves as a school library as well as providing traditional adult and children's services. The branch has expanded after school activities to include monthly film, craft and drama club programs and special events for all ages. Since the library has again become a meeting place for local teenagers, an area for teenagers has been set up which includes music cassettes and magazines along with reading materials. In a community that has remained stable, the San Rafael Branch Library has established itself as an integral element.

The Branch Community

Delimited by the Arroyo, California Boulevard, Pasadena Avenue, the 134 Freeway and the Los Angeles City boundary, the San Rafael Branch service area, located in the southwestern portion of Pasadena, tends to be geographically isolated. Proximity to the Arroyo draws fog into the area. It is often the last place in the city to clear in the morning and the first place to cool, as the fog returns to the Arroyo in the afternoon. The Arroyo is traversed by bridges, the large Colorado Street Bridge and the smaller La Loma Bridge, which join San Rafael to central Pasadena.

San Rafael is a well-to-do, well maintained neighborhood, with relatively few commercial establishments. Most of the housing in the area consist of upper middle class single-family residences, many nestled against the hills. There are beautiful older homes, some of them estates with tennis courts, swimming pools and large grounds. San Rafael has a private residential area called Brookmore Estates with homes built around a private lake. The south part of the community contains Hillsides Home, a residential treatment center for children and the historic Church of the Angels, built in medieval English style.

San Rafael is across the Arroyo from Orange Grove, the main thoroughfare when Pasadena was first settled. Along this historic street there are now condominiums and townhouses, as well as stately homes. There is also a variety of educational and cultural institutions along Orange Grove, including the Norton Simon Museum, Ambassador College, the Wrigley Mansion and Gardens (Tournament of Roses headquarters), Westridge School for Girls, Mayfield Senior School, the Red Cross, and Pacific Oaks Children's School and College. These institutions are not in San Rafael proper, but are close by on the way to business and shopping centers in Pasadena and impact the neighborhood.

San Rafael's small commercial district, on the south side of Colorado, includes several small businesses and offices, a liquor store, a gas station and two restaurants. A large seven-story office building is under construction. To the east on Colorado, across the Colorado Street Bridge, the commercial section continues, leading to downtown Pasadena.

The major roads leading into, out of and through the San Rafael area are Avenue 64 and Orange Grove, north-south, and La Loma, Colorado, and California Boulevard, east-west. Although bus lines run along Colorado, Avenue 64 and La Loma, cars are the major mode of transportation. A few people can be seen walking, riding bicycles or jogging. In the User's Survey, 89.4% of respondents use the San Rafael Branch because it is closest to home.

The San Rafael neighborhood is represented by the West Pasadena Residents Association, which meets monthly and on an as-needed basis to address specific issues. The association periodically issues a newsletter, which is available for distribution at the San Rafael Branch Library. The association has not used the branch for meetings (meeting places vary), nor has it used the library for information related to association business. However, the group is interested in learning about library resources and services that might be of potential benefit.

The San Rafael area encompasses public and private schools. The private elementary schools, which include Sequoyah School, Pacific Oaks Children's School and Day Care, Imperial School and Westridge have their own libraries which are tailored to the needs of the schools. For special needs, they visit the Central Library. Hillsides Episcopal Home for Children provides residential care, therapy and recreational activities to emotionally disturbed children, who are also enrolled in Pasadena public schools. Hillsides has brought groups to Central and is currently bringing children to the San Rafael Branch for stories, booktalks, filmstrips and library skill presentations.

San Rafael Branch is most closely associated with San Rafael Primary School, located approximately three blocks away. Involved in the School-Library Cooperative Project since October, 1980, the branch library provides classes from the school with a program of library skills instruction, stories and booktalks. Classes from San Rafael Primary School visit the library weekly on a scheduled basis. Currently, San Rafael School teaches young children grades K-3, but with the new configuration in the fall, will become an elementary school, grades K-6. San Rafael Branch, which has geared its book collection and library program to the younger child, will need to plan for the change and make appropriate adjustments.

Demographics

The San Rafael community is affluent, well-educated and homogeneous. The population of 5,882 is predominently White (90.5%), with Asians and Pacific Islanders composing the next highest racial category (5.5%). There are 331 or 5.6% persons of Spanish origin in the community and 1.7% who are Black. Almost the entire community (96.1%) is proficient in the English language.

With the median income at $32,554, San Rafael has the second highest income level in Pasadena. Nearly 40% of households have an income of $40,000 or over. Most of those employed are in managerial and professional occupations (49.1%) or technical, sales and clerical occupations (30.6%). A majority of the persons in the community over 18 years of age have some college education - 25.8% have completed one to three years of college, 20.9% have completed four years, and 23.8% have completed five or more years of college.

Seventy-one percent of the San Rafael population is 25 years or older, distributed as follows: 13.9% ages 25-34, 13.9% ages 35-44, 26.7% ages 45-64 and 16.3% age 65 and over. Children under 14 year comprise 13.3% of the population, teenagers 14-19 are 7.8% and people ages 20-24 are 8%. Based on a sample, the greatest population growth has been in the 65 and over category (a 32.6% increase) and the greatest decline has been with children ages 5-13 (-41.9%) and ages 0-4 (-34.7%). It appears from this that the number of young children in the community has sharply declined since 1970.

Citywide, San Rafael has the highest percentage (88.1%) of married couple households with children under 18, although 10% of households have a female householder with no husband present. More than half of the women with children under 17 (51.7%) are working. The majority of school age children attend public school — 67.5% at the high school level and 56.6% at the kindergarten-elementary level.

User Profile

Registration statistics for San Rafael Branch Library are affected by its involvement in the School-Library Cooperative program, which gives it a high percentage (45.5%) of juvenile registrants relative to their proportion in the population (13.4%). This also impacts the racial distribution of registrants since San Rafael Primary School is more racially varied (45% Spanish surname, 20% Anglo, 30.3% Black, 4.1% Asian) than the San Rafael community. Registration figures show that San Rafael library users are 70.6% White, 12.6% Hispanic, 8.8% Black, 4.8% Asian and 3.0% other.

Most of the people (93.7%) registered at the branch live in Pasadena. However, only 21.3% of residents in the San Rafael community are registered at San Rafael Branch Library. Distribution of adults in the population and their distribution in branch registration varies somewhat. Of adult users, proportionally more people ages 14-19, 25-34 and 35-44 are represented in the branch than in the population at large. Those 65 and over are 18.8% of the adult population, but only 12% of adult branch registrants. Proportionally, the 45 to 64 age category, which is the largest group in the community, composes 30.8% of the adult population and 25.6% of branch adult registration. Numerically, however, they are under-represented in the branch since there are only 150 registrants in this age group out of a total population of 1,562.

Another portrait of library users comes through from the library User's Survey, which surveyed adult users ages 14 and over. Most of the respondents (23.4% of each) were ages 25 to 34 and over 65. The next highest group was ages 35 to 44 (21.3%), followed by ages 45 to 64 (14.9%) and ages 14 to 19 (10.6%). A majority were White, (89.4%), with 4.3% Black and only 2.1% Hispanic and Asian. Most were women (74.5%) who constitute 64% of library registrants and 51.5% of the population.

The occupational and income data from the survey yields some interesting results. The majority of respondents were homemakers (38.3%). Others included professionals (23.4%), students (14.9%) and retired (17%), but none were represented from clerical, skilled labor, or service occupations. Significantly, 42.6% had incomes over $50,000. Close to 60% of users have completed four or more years of college.

It should be noted that respondents to the survey are frequent library users. Sixty-eight percent use the library at least once a week and 27.7% use the library once every two to four weeks.

The Branch Library

In the User's Survey, 38.3% of adult respondents use the branch for leisure reading, 19.1% for personal information and 10.6% for school-related information. The size of the book collection has decreased slightly by 3.3% over the past six years, with fluctuations both in number of books added and number of books withdrawn. Although overall circulation has decreased since 1976/77 by 8.6%, the turnover of books (circulation per volume owned) has been stable. The School-Library Cooperative Project has not increased branch circulation, which has been relatively stable since an initial drop after Proposition 13. There may be a slight, although not direct, correlation between the number of new books added and the increase/decrease in circulation, since these appear to rise and fall together although not in the same proportion. The average hourly circulation has changed very little in the past six years.

The adult book collection is 48% of the total. Adults are currently 54.5% of the branch registration. However, 62.7% of the branch budget is devoted to adult books. Adult users of the library are particularly interested in books on finance, business, self-help, cookery, travel, history, psychology and fiction, mysteries and biographies. Seventeen percent of those queried in the User's Survey would like more adult books, and 63.8% would prefer single copies of a wider range of titles (as opposed to duplicate copies of heavily used materials).

The School-Library Cooperative Project has an impact on the juvenile collection, which gets heavy usage. With the increase in Spanish-speaking children at San Rafael Primary School (which has several bilingual classes), branch staff has observed the need for more Spanish language material and children's books (in English) on Hispanic culture. As mentioned before, with the new school configuration, the age level of the juvenile collection will need reevaluation. The many students and teachers using the branch also affect the number of reference and information questions asked, which have increased since 1976/77. The branch reference collection is used to its fullest capacity, primarily by students, and does need updating. In 1981/82, the branch served 388 classes, a significant increase from 85 in 1978/79.

San Rafael Branch offers a full schedule of programming for its patrons. The San Rafael Youth Drama Group puts on plays such as "The Terror of the Big Foot". There is a monthly craft and film program and scheduled preschool stories. The library has presented puppet programs, a creative reading program centering on a theme, author programs, holiday programs and summer activities. Classes from San Rafael School have been able to attend some of the special programs. The San Rafael 100th Anniversary birthday party attracted over 100 neighborhood people. In addition, the branch has purchased music cassettes for teenagers (who are also involved in the drama group) and has recently, with the help of adult services, started a luncheon book discussion group for adults in the community.

BRANCH CENSUS & REGISTRATION STATISTICS

SAN RAFAEL BRANCH

Total Neighborhood Population	5,882	Total Library Cards Issued		1,337
Adult (ages 14 up)	86.6%		Adult	54.5%
Juvenile (ages 0-13)	13.4%		Juvenile	45.5%

Residency of Library Card Holders

Pasadena	93.7%
Altadena	.9%
L.A. County	.9%
Arcadia	%
San Marino	%
South Pasadena	%
Other	1.8%
	100.0%

% of neighborhood population registered at branch 21.3%

	1980 Census		Registration	
	No. of Persons	%	No. of Persons	%
Sex				
Male	2,855	48.5	387	36.0
Female	3,027	51.5	689	64.0
Race and Ethnic Background				
White	5,325	90.5	760	70.6
Black	98	1.7	95	8.8
American Indian	10	.2	1	0.1
Asian & Pacific Islander	323	5.5	52	4.8
Other	126	2.1	32	3.0
Spanish Origin*	331	5.6	136	12.6
				100.0%

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*U.S. Census distributes Spanish origin among above racial groups, not included separately as a racial group.

Age	1980 Census		Registration	
	# Persons	%	# Persons	%
0 - 4	264	4.5	9	.8
5 - 13	518	8.8	481	44.7
14 - 19	458	7.8	72	6.7
20 - 24	466	8.0	36	3.3
25 - 34	816	13.9	121	11.2
35 - 44	813	13.9	137	12.7
45 - 64	1,562	26.7	150	13.9
65+	954	16.3	70	6.5
		100.0%		100.0%

Percentage Distribution of Adult Users (14 yrs. up)	1980 Census %	Registration %
Total	100.0	100.0
14 - 19	9.0	12.3
20 - 24	9.2	6.1
25 - 34	16.1	20.6
35 - 44	16.0	23.4
45 - 64	30.8	25.6
65+	18.8	12.0

Households with one or more persons under 18	# of Households	%
Households with one or more persons under 18		
Married couple family	495	88.1
Male householder, no wife present	7	1.2
Female householder, no husband present	56	10.0
Nonfamily household	4	.7

Households with Persons 65 yrs & Over	# of Persons	% of Persons
In family household	713	74.7
In nonfamily household	241	25.3
In group quarters		
Inmate of institution	0	
Other	0	

Type of Group Quarters	# of Persons
Inmate of mental hospital	0
Inmate of home for the aged	0
Inmate of other institution	47
In college dormitory	306
Other in group quarters	5

Occupied Housing Units with No Car Available	82

School Enrollment	Total	Private School		Public School	
	# of Persons	# of Persons	%	# of Persons	%
Nursery School	85	54	63.5	31	36.5
Kindergarten/ Elementary (1-8 yrs.)	549	238	43.4	311	56.6
High School (1-4 yrs.)	292	95	32.5	197	67.5
College	691	415	60.1	276	39.9

Years of School Completed: Persons 18 and over		# of Persons	% of Persons
Elementary - High School	1-3 yrs.	373	7.9
High School	4 yrs.	1,020	21.6
College	1-3 yrs.	1,220	25.8
	4 yrs.	989	20.9
	5 or more yrs.	1,125	23.8

Housing	Total # of Housing Units	Renter Occupied #	Renter Occupied %
Occupied housing units	2,269	277	12.2
Condominium housing units	216	7	3.2
	Total # of Persons	Renter Occupied	
Persons in occupied housing units	5,455	315	5.7

Language	Age 5-17 # of Persons	Age 18+ # of Persons	Total # Persons	%
Speak only English at home	776	4,021	4,797	85.9
Spanish language spoken at home				
Speak English very well/ well	31	228	259	4.6
Speak English not well/ not at all	40	109	149	2.7
Other language spoken at home				
Speak English very well/ well	12	302	314	5.6
Speak English not well/ not at all	0	66	66	1.2

Employment Characteristics Of Persons 16 and Over	# of Persons	%
Armed forces	0	
Civilian employed	3,078	62.8
Civilian unemployed	92	1.9
Not in labor force	1,733	35.3

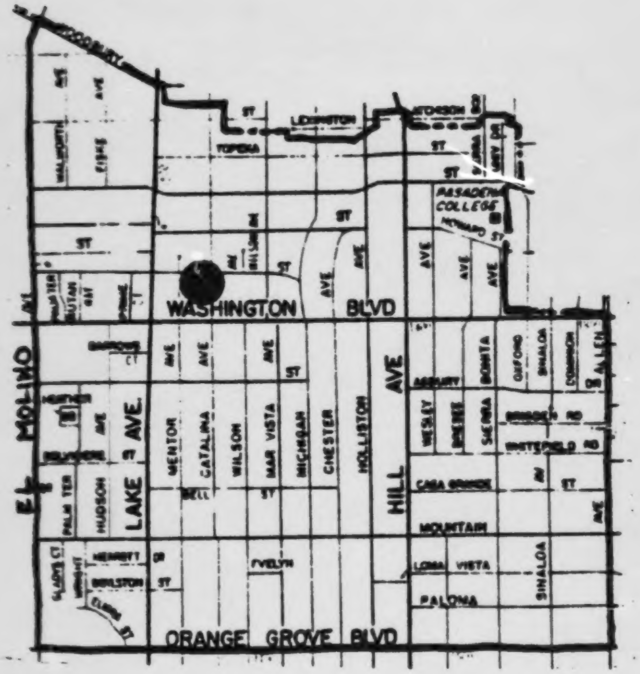
Presence and Age of Children of Working Mothers	In Labor Force # of Persons	%	Not in Labor Force # of Persons	%
Mothers with children under 6 yrs.	69	30.0	161	70.0
Mothers with children 6 to 17 yrs.	225	66.4	114	33.6

Occupation	# of Persons	% of Persons
Managerial & professional	1,510	49.1
Technical, sales & clerical	942	30.6
Service occupations	267	8.7
Agriculture	67	2.2
Production, craft & repair	152	4.9
Machine operators & laborers	140	4.5
		100.0%

Household Income in 1979	# of Householders	% of Households
$ 0 - $ 4,999	92	4.1
5,000 - 9,999	136	6.1
10,000 - 14,999	167	7.5
15,000 - 19,999	145	6.5
20,000 - 24,999	214	9.6
25,000 - 29,999	231	10.3
30,000 - 39,999	371	16.6
40,000 - 49,999	297	13.3
50,000 - 74,999	295	13.2
75,000 & over	284	12.7
		100.0%

Median Household Income $32,554

Poverty Status	# of Persons	% of Persons
Income above poverty level	5,319	96.4
Income below poverty level	200	3.6


WOODBURY
WALWORTH AVE
FISKE AVE
ST
LEXINGTON
TOPEKA
ATCHISON
PASADENA COLLEGE
HOWARD ST
ST
WASHINGTON BLVD
EL MOLINO AVE
LAKE AVE.
MENTOR
CATALINA
WILSON
MAR VISTA
MICHIGAN
CHESTER
HOLLISTON
HILL AVE
WESLEY
BISBEE
SIERRA
BONITA
SINALOA
ALLEN
ASBURY
CASA GRANDE
MOUNTAIN
LOMA VISTA
PALOMA
HUDSON
PALM TER
BELVIDERE
BELL ST
EVELYN
ORANGE GROVE BLVD

Santa Catalina Branch Service Area

SANTA CATALINA BRANCH LIBRARY

Branch History

What is now the Santa Catalina Branch began as the Northeast Deposit Station and was located in the Northeast Dry Goods Store at 868 E. Washington. It opened on November 4, 1913 with a collection of 300 books. By 1915 the collection had tripled in size and had a yearly circulation of 2716. In 1917 Clara M. Penfield was put in charge of the station. The library's present association with Longfellow School in the School-Library Cooperative project can be traced back to April, 1918, when the juvenile books from the deposit station were transferred to a corridor at Longfellow School, which had opened in 1912. In September, 1918, the Longfellow School library became the Northeast Branch of the Pasadena Public Library instead of a school library, when it took over the adult books that had remained at the dry goods store on East Washington. Lulu May Pearson, appointed branch librarian in October, 1918, dispensed books from the hall of the school until December, 1918, when the library was given quarters in a bungalow on the school property at 1372 N. Wilson Avenue. Miss Pearson reminisced in 1951 that when she first went to this branch the intersection of Lake and Washington was known as the "crossroads", and it was considered way out in the country.

Mrs. Beatrice Dane, who is sometimes referred to as the mother of this branch, presented a petition to the Library Board requesting better library facilities. Mrs. Dane, a member of the Board of Education since 1916, and its president in 1920, married into a family that owned two 80 acre parcels where peaches, apricots and citrus fruit were grown. These parcels were located just east of the branch library and bounded by Washington Street, Wilson Avenue, Woodbury Road and Hill Avenue. It was largely due to Mrs. Dane's efforts that the portable bungalow which was loaned to the library by the Board of Education was fitted with necessary shelves and furniture.

During the six years that the library was located in this building, it worked closely with the children from Longfellow and the Pilgrim School, providing instruction in the use of the library. Because both the Northeast and Lamanda Park Branches were located in schools, many people thought that they contained only a juvenile collection. In fact, in 1922 a letter was sent out from all the branches to the parents stating that there were adult books in all branches. Additional publicity came from the branch's regular weekly column in a local newspaper, the Northeast Citizen, which started in April, 1924, and was supported by the local businesses.

The bungalow eventually proved inadequate for the volume of work at the library and because the school itself needed more room, on January 26, 1925, the library moved to a second bungalow which was located on property purchased by the city at 999 E. Washington, the present site of the branch. The interior of the bungalow was extensively remodeled and converted to a library with shelving and furniture from the Hill Avenue Branch. Another important change to occur in 1925 was that the branch was opened from 1 p.m. to 9 p.m. Monday through Friday and from 9 a.m. to 9 p.m. on Saturdays. Previously, the branch had been open every afternoon, but just one evening a week. This change in hours resulted in a 25% increase in circulation at the branch.

Although it was more spacious than the first bungalow, by 1928 the second bungalow, too, had become congested. A campaign was set in motion to vote bonds for a new building. Many of the residents worked together to assure a favorable vote and although the first time the issue appeared on the ballot it failed to pass, they did not give up and finally, in 1930, achieved a favorable vote on the bonds.

In March, 1930, the City Directors appropriated $32,000 for a new branch library building. A contract was let on July 15, 1930, and the branch library again found itself in Longfellow School, this time in the basement, where it carried on business from July to December, 1930, while the new building was constructed. The building was designed by architects Marston and Maybury, who had designed many libraries in the area, including the new Hill Avenue Branch as well as the former Boys' and Girls' Library that was moved from Memorial Park to Lamanda Park, where it was the Lamanda Park Branch building from 1927 to 1967. The new library was completed in December, 1930, the books were moved on January 3, 1931, and the new library, renamed the Santa Catalina Branch, opened for business the following day.

Although the branch lost circulation during the months that the library was located in the basement of the school, there was a very large gain in circulation each month following the opening of the new building. In August, 1931, Leora Fuller came to the Santa Catalina Branch as the first trained children's librarian at the branch.

In November, 1938, the Los Angeles County Library in Altadena moved into a new modern library building at 2632 N. Lake Avenue. A number of the Altadena patrons who had in the past purchased subscription cards for use at the Santa Catalina Branch began to use the new Altadena library. However, this did not make as great a difference in circulation at Santa Catalina as was feared; circulation was up 1,073 for a total of 216,547 for the year. In addition, the average attendance at the story hours at Santa Catalina in the summers of 1938 and 1939 was 230 children.

During the years of World War II all of the branches experienced increased use due to gasoline rationing and a shortage of tires. During the 1941-42 school year, for instance, classes from Longfellow School made 268 visits to the branch. The branch also began to take books to some of the other schools, since wartime transportation problems prevented some children from coming to the library.

By the late 1940's this section of Pasadena was a growing and economically thriving community and had many very active users of the library. The branch was, and still is, located two blocks away from a very busy business center at the intersection of Lake and Washington, which included about 150 businesses at the time. A number of new homes and apartment buildings were built at this period and many young families moved into the neighborhood. There was a heavy emphasis on library work with children, which

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accounted for 67% of the branch's circulation activity. Santa Catalina was the busiest branch in the system, as measured by circulation, and this was caused in large part by its very active school program serving Eliot and Marshall Junior High Schools, Longfellow, Burbank, Webster and Altadena Elementary Schools, and St. Elizabeth's Elementary and High Schools.

In 1953 the Santa Catalina Branch celebrated its 40th anniversary with an open house which was attended by over 200 people. The branch had grown from a collection of 300 in 1913 to 34,433 in 1953, from service to one elementary school to service to nine schools and from a staff of one to a staff of 10. The following year Lulu May Pearson, branch librarian for 36 years, retired.

Although in the early years the branch was used mostly for recreational reading, by the early 1950's the volume of reference work with students and researchers had also grown considerably. Indeed, this trend continued into the 1960's and 1970's, when students outnumbered adult readers.

The annual reports in the late 1950's from the Santa Catalina Branch show a changing community. Many long-time residents had moved away and were replaced by a growing number of families of lower economic level, working mothers and the beginnings of a minority population. Although changes in the demographics of the area were apparent, a comparison of the reading interests of the community show very little change over the forty years from the early 1920's to the early 1960's. In both periods of time, best-selling fiction was most in demand and the fiction circulation exceeded the non-fiction in both the juvenile and adult collections.

Beginning in the early 1960's there was a gradual but constant decline in the businesses in the Lake/Washington area. Many had closed or moved away and were replaced by small retail stores, restaurants and other establishments which employed few people. Other buildings were left vacant. The demographic turnover of the period brought residents who were from a cultural and educational background different than the previous residents. This economic and educational change in the neighborhood resulted in a corresponding decrease in circulation. However, since there was an increase in the number of students who were attending local colleges, the library continued to be used as a place for evening and weekend study in the 1960's. Consequently, there was a greater emphasis on buying books and subscribing to magazines that were better-suited for student use. Although there was still demand for fiction, biography, travel and books about hobbies, the branch tried to buy volumes on science, social conditions and new concepts in other subjects in order to satisfy the increased use of the branch library by students.

Recent years have brought new challenges to the branch. By the 1967-68 fiscal year, many Spanish-speaking, Armenian and Oriental people had moved into the area surrounding the Santa Catalina Branch. In fact, the librarian in 1968-69 recommended the purchase of books in Armenian because of the large numbers of Armenian children in the classes from Longfellow, Webster and Burbank Schools. The library has tried to respond to these needs in a variety of ways. In 1968, for instance, a new Community Adult Training Center opened at 1450 N. Lake, offering high school credit courses for adults. The branch library worked closely with the Center, providing instruction and advice in the use of library facilities to the students as well as material in English on adult themes with simple vocabulary needs.

Santa Catalina was one of the five branches scheduled to close following the passage of Proposition 13. However, due to the volume of public complaints about the proposed closings, funds to operate the branches were were restored by the City Board.

In the following year, 1979, the library's long association with Longfellow School became more formalized through the School-Library Cooperative Project. The school and library branch had participated in a cooperative pilot project which began in May of 1975 and was discontinued at the end of the summer school session in July, 1975. The current project, which brings over a dozen classes each week to the branch, has been highly successful. In the 1980-81 school year, for example, 342 classes from Longfellow visited the library. In addition, the branch continues to provide story hours and other services to the many daycare and preschool facilities in the area, as well as holiday programs to children of all ages and services and materials to its multi-cultural adult population.

The Branch Community

The Santa Catalina Branch is located on Washington Boulevard, two blocks east of Lake Avenue. The branch service area, which is not bounded by natural geographical barriers, stretches to El Molino Avenue on the west, the city border on the north, Allen Avenue to the east and Orange Grove Boulevard to the south.

The major east-west streets in the area are Washington and Orange Grove. Major north-south streets are Lake, Hill and Allen, the first two of which have direct access to the 210 freeway. The library is ideally situated for people traveling on a major road in any direction. It is especially convenient for those traveling south to downtown Pasadena or north to Altadena on Lake Avenue. RTD buses run on Lake and Washington as well as on Hill and Allen. The Wasington Boulevard bus stops directly in front of the library and people frequently use the library while waiting for a bus. Adequate bus transportation is particularly important in the Santa Catalina area where many of the households do not have a car available.

Lake Avenue and Washington Boulevard represent the major thoroughfares and commercial districts in the area. There is a great variety of shops, offices and businesses, including many automobile repair shops, laundries, fast food restaurants, supermarkets and a health food store, several thrift shops, many Armenian stores, a Spanish language cinema and the Department of Public Social Services office. A redevelopment plan to improve existing buildings and construct new buildings in order to restore the area to a local shopping area for neighborhood residents was recently approved. Although the actual construction and renovation will not begin for another two to three years, plans call for a supermarket, drug store, restaurant and other shops in close proximity to the library.

The commercial centers on Washington and Lake are surrounded by residential neighborhoods. The residences are mainly single family homes, with some duplexes and a few apartment buildings. The largest concentration of apartment buildings is on or near Lake and Washington. The homes range from large and elegant homes to more modest homes with small yards. Nearly half (47.6%) of the homes in the area are occupied by renters.

The Santa Catalina area does not have its own newsletter. The Armenian community is served by their own newspapers, but these are not limited in scope to local information. There are several neighborhood associations in the area, however, and some of these issue newsletters or flyers. All of the associations hold regular meetings which would provide an opportunity for the branch library to publicize its services and activities.

There are a number of schools in the Santa Catalina Branch service area. The only public school is Longfellow Elementry School which participates in the School-Library Cooperative Project. Thirteen classes visit the library each week. The only other school that visits the library is Sahag-Mesrob Armenian Christian School, with an enrollment of approximately 60 children in kindergarten through grade three, all of Armenian heritage. Other private schools that do not currently use the library are the Victory Christian School and Reynolds Christian Academy.

Daycare and preschool facilities within walking distance of Santa Catalina Branch include Allegra Preschool (with extended day), Lake Avenue Preschool (with extended day), Longfellow Preschool, Longfellow Children's Center (daycare for preschool and older), and St. Mary's Preschool and Daycare. All of these, except St. Mary's, use the library regularly. Longfellow Children's Center preschoolers visit weekly throughout the year for stories, and the school age daycare group attends special programs at the library or visits to check out books. Longfellow Preschool is in session during the school year when they, too, have weekly stories at the library. The branch librarian visits Lake Avenue Preschool monthly, and the children make occasional visits to the branch. Allegra Preschool visits the branch, sometimes for stories and other times to borrow books. Daycare and preschools that are located too far away for easy access to the branch include Our School (preschool daycare), Westminster Nursery School and Reynolds Christian Academy Daycare and Preschool.

The major recreational facilities in the area are the Armenian Center and the Girl's Club, as well as Washington Park and McDonald Park. Both of these parks contain a softball diamond, children's play area and equipment, a basketball court, and Washington Park includes two tennis courts. McDonald Park has recently been refurbished and a grant has been received for refurbishment of Washington Park.

The Santa Catalina service area has a large Armenian population. Although exact figures are not available, one of the Armenian groups interviewed estimates that there are 2,000 Armenian families in Pasadena, many of whom live in the Santa Catalina area. There are many groups serving the needs of these people in the Santa Catalina area, including the Pasadena Armenian

Center, the Armenian Athletic Association and a school. The branch contains books and newspapers in Armenian and last year held an Armenian Fair, which attracted almost 200 people who enjoyed music, dance, food and other entertainment.

Demographics

The area served by the Santa Catalina Branch contains 14,265 people. All of the branch service areas except Santa Catalina and La Pintoresca serve populations that are approximately 85% adult and 15% juvenile. In the Santa Catalina area, however, 79.2% are adult and 20.8% are under age 14. All of the age groups experienced growth during the decade from 1970 to 1980, except the 5-13 age group, which declined approximately 12% and the number of individuals over 45 which declined approximately 14%. The largest increases were in the 0-4 age category and the 25-34 age group. In 1970 a little more than 10% of the population was in the 25-34 age group, but the 1980 census indicates that almost 20% of the population in this area is in this age group.

The Santa Catalina area is a microcosm of the city as a whole. Distribution of racial and ethnic groups in the Santa Catalina area closely reflects the actual number of racial groups citywide. For example, 66.7% of the population is White, compared with 64.7% citywide; 16.2% is Black, compared with 20.7% citywide; 5% is Asian, compared with 5.2% citywide; and 22.6% is Hispanic, compared with 18.4% citywide. A comparison of the age breakdown for the city with that of the Santa Catalina area reveals the same findings.

Almost 28% of the families with children under 18 years of age in the Santa Catalina area are single parent families; 83.4% of these are headed by a female and 16.6% are headed by a male. Almost half (49%) of all mothers with children under age six are employed and 68.9% of women with children aged 6 to 17 are employed.

Most of the children in the Santa Catalina area attend public schools: 77.6% of kindergarten and elementary school children and 88.7% of high school students attend public schools. Only 19.6% of the adults in the area are college graduates, but more than half of these have also attended graduate school. About 25% of the population attended college but did not graduate and 29.5% of the population are high school graduates.

Almost 70% of those living in the area speak only English at home. Of the 4,059 people who live in a household where a language other than English is spoken, 53.7% speak Spanish at home and 46.3% speak another language. Most of those (77.6%) who live in a house where a language other than English is spoken report that they speak English very well or well. Only 6.9% of the people in the Santa Catalina area speak English not very well or not at all.

The median income in the 1980 census for the Santa Catalina area was $16,952, which is lightly higher than the city median income of $16,298. Over 30% of the people in this area make less than $10,000 per year. Another 30% make between 10,000 and $20,000 per year. Approximately 13% of the people in the Santa Catalina area live in a household with an income level below the poverty level.

Just as the age and racial characteristics of this area reflect the city as a whole, the distribution of occupations is fairly consistent with those of the city. For example, the technical, sales and clerical occupations employ 32.6% of those living in the Santa Catalina area and 32.5% citywide. Similarly, employment in the service occupations is 12.7% in the Santa Catalina area and 12.8% citywide. There are very slight differences in the remaining occupational classifications.

User Profile

The Santa Catalina Branch is unique in that it is the only branch which has a higher number of children registered than adults. Although this is largely the result of the School-Library Cooperative with the Longfellow School, even before these children were registered Santa Catalina had a heavy juvenile registration. On September 5, 1982, an analysis of registration figures showed that 54.5% of the registrations were adult and 45.5% of the registrations were children. As of November 21, 1982, after the school children were registered, the branch registration showed 40.1% adult registration and 59.8% juvenile registration. Of the 1,432 children registered at the branch, 66.9% are in the age groups attending Longfellow Elementary School which contains grades four, five and six.

Overall, 14.5% of the Pasadena residents in the Santa Catalina Branch service area are registered at the branch. Because of the high number of Altadena residents registered at this branch and since demographic reports on library registrations cover everyone who registers regardless of where they reside, it is difficult to identify what proportion of each age and racial category in the community is registered at the library. However, it is clear that certain groups are under-represented. For example, most of the adult age groups are under-represented. Although adults over 45 comprise 38% of the adults living in the area, they account for only 21.7% of the adult registrations. However, these people may use the library more frequently since the User's Survey indicates that 23% of the users who filled out questionnaires at Santa Catalina are over 65 and another 9.8% of users are between the ages of 45 and 64. According to the User's Survey, almost half (49.2%) of all adult users are in the 25-44 age group.

The User's Survey also indicates that 73.8% of the adult users at Santa Catalina are White, 8.2% Hispanic, 3.3% Asian and 9.8% Black. The primary purpose for using the Santa Catalina Branch was for leisure reading (41%) and for information for personal use (21.3%).

The Branch Library

Because of its participation in the School-Library Cooperative Project and the large number of preschools and daycare centers in the area, the Santa Catalina Branch serves a large number of school classes. Three-hundred fifty-two classes with 9,976 children visited the library in 1981-82, an increase over 1978-79 when there were 231 class visits with 5,899 children. Certainly a large part of this increase is due to the School-Library Cooperative which began at Santa Catalina in 1979. Also in 1981-82, Santa Catalina had 39 neighborhood preschool programs with an average attendance of 7, and 110 preschool classes made visits to the library for storytime or other programs. In addition, 570 children attended film programs and 118 children completed the summer reading club program. The branch librarian visited 11 preschools and 33 classes, reaching a total of 1,431 children.

In addition to the summer reading club, the Santa Catalina Branch provides a number of other activities during the summer, including films, a drama club, a craft club, and a dungeons and dragons group. The collection at the Santa Catalina Branch is presently 56% adult and 44% juvenile. The number of children using the branch has increased substantially due to the SchoolLibrary Cooperative, and the juvenile collection needs to grow to fill this increased need. Book selection should take into account the changes in the student makeup of Longfellow School expected with the proposed reconfiguration of the school district.

Circulation at the Santa Catalina Branch has not followed a consistent pattern. After two years of slight decreases, circulation increased 12.6% in 1978-79 despite a decrease in hours, and increased an additional 25% the following year when the School-Library Cooperative began. Circulation declined 24.7% in 1980-81, but in the 1981-82 year it increased 16.7% Over the entire 5-year period, total circulation has increased 16%.

The Santa Catalina Branch answers a fairly high number of reader's advisory and reference questions. Students of all ages account for the vast majority of questions answered, and the juvenile reference collection is more heavily used than the adult reference collection. The Santa Catalina Branch reference material is in need of updating. Central reference staff, working in conjunction with branch staff, should develop a core collection of reference material suitable to the needs of this branch that can be updated as needed.

BRANCH CENSUS & REGISTRATION STATISTICS

SANTA CATALINA BRANCH

Total Neighborhood Population	14,265	Total Library Cards Issued	2,728
Adult (ages 14 up)	79.2%	Adult	40.1%
Juvenile (ages 0-13)	20.8%	Juvenile	59.8%

Residency of Library Card Holders

Pasadena	75.8%
Altadena	22.5%
L.A. County	%
Arcadia	%
San Marino	%
South Pasadena	%
Other	1.7%
	100.0%

% of neighborhood population registered at branch 14.5%

	1980 Census		Registration	
	No. of Persons	%	No. of Persons	%
Sex				
Male	6,753	47.3	1,012	42.3
Female	7,512	52.7	1,382	57.7
Race and Ethnic Background				
White	9,509	66.7	948	39.6
Black	2,313	16.2	723	30.2
American Indian	97	.7	18	.8
Asian & Pacific Islander	719	5.0	121	5.1
Other	1,627	11.4	169	7.1
Spanish Origin*	3,222	22.6	415	17.3
				100.0%

*U.S. Census distributes Spanish origin among above racial groups, not included separately as a racial group.

Age	1980 Census # Persons	1980 Census %	Registration # Persons	Registration %
0 - 4	1,108	7.8	9	0.4
5 - 13	1,842	13.0	1,423	59.4
14 - 19	1,312	9.2	307	12.8
20 - 24	1,336	9.4	86	3.6
25 - 34	2,788	19.6	215	9.0
35 - 44	1,544	10.9	146	6.1
45 - 64	2,244	15.8	117	4.9
65+	2,033	14.3	91	3.8
		100.0%		100.0%

Percentage Distribution of Adult Users (14 yrs. up)	1980 Census %	Registration %
Total	100.0	100.0
14 - 19	11.7	31.9
20 - 24	11.9	8.9
25 - 34	24.8	22.3
35 - 44	13.7	15.2
45 - 64	19.9	12.2
65+	18,1	9.5

Households with one or more persons under 18	# of Households	%
Married couple family	1,351	71.0
Male householder, no wife present	87	4.6
Female householder, no husband present	437	23.0
Nonfamily household	29	1.5

Households with Persons 65 yrs & Over	# of Persons	% of Persons
In family household	1,067	52.5
In nonfamily household	710	35.0
In group quarters		
Inmate of institution	75	3.7
Other	181	8.9

Type of Group Quarters	# of Persons
Inmate of mental hospital	4
Inmate of home for the aged	210
Inmate of other institution	7
In college dormitory	134
Other in group quarters	177

Occupied Housing Units with No Car Available	
	696

School Enrollment	Total	Private School		Public School	
	# of Persons	# of Persons	%	# of Persons	%
Nursery School	214	126	58.9	88	41.1
Kindergarten/ Elementary (1-8 yrs.)	1,779	399	22.4	1,380	77.6
High School (1-4 yrs.)	938	106	11.3	832	88.7
College	1,315	346	26.3	969	73.7

Years of School Completed: Persons 18 and over		# of Persons	% of Persons
Elementary - High School	1-3 yrs.	2,718	25.8
High School	4 yrs.	3,109	29.5
College	1-3 yrs.	2,654	25.1
	4 yrs.	955	9.0
	5 or more yrs.	1,114	10.6

Housing	Total # of Housing Units	Renter Occupied #	Renter Occupied %
Occupied housing units	5,141	2,446	47.6
Condominium housing units	0	0	.0

	Total # of Persons	Renter Occupied	
Persons in occupied housing units	13,821	5,399	39.1

Language	Age 5-17 # of Persons	Age 18+ # of Persons	Total # Persons	%
Speak only English at home	1,715	7,466	9,181	69.3
Spanish language spoken at home				
Speak English very well/ well	548	1,088	1,636	12.4
Speak English not well/ not well at all	59	484	543	4.1
Other language spoken at home				
Speak English very well/ well	310	1,205	1,515	11.4
Speak English not well/ not at all	51	314	365	2.8

Employment Characteristics Of Persons 16 and Over	# of Persons	%
Armed forces	13	.1
Civilian employed	6,268	56.9
Civilian unemployed	389	3.5
Not in labor force	4,337	39.4

Presence and Age of Children of Working Mothers	In Labor Force # of Persons	%	Not in Labor Force # of Persons	%
Mothers with children under 6 yrs.	474	49.0	493	51.0
Mothers with children 6 to 17 yrs.	626	68.9	282	31.1

Occupation	# of Persons	% of Persons
Managerial & professional	1,677	27.3
Technical, sales & clerical	2,001	32.6
Service occupations	781	12.7
Agriculture	133	2.2
Production, craft & repair	728	11.9
Machine operators & laborers	819	13.3
		100.0%

Household Income in 1979	# of Householders	% of Households
$ 0 - $ 4,999	774	15.2
5,000 - 9,999	772	15.2
10,000 - 14,999	860	16.9
15,000 - 19,999	713	14.0
20,000 - 24,999	661	13.0
25,000 - 29,999	392	7.7
30,000 - 39,999	485	9.5
40,000 - 49,999	224	4.4
50,000 - 74,999	176	3.5
75,000 & over	32	0.6
		100.0%

Median Household Income $16,952

Poverty Status	# of Persons	% of Persons
Income above poverty level	12,183	87.1
Income below poverty level	1,795	12.8

PASADENA CITIZEN'S SURVEY

Based on the Pasadena Citizen's Survey conducted by Facts Consolidated, Inc., in June 1982 for the City of Pasadena, the public appraisal of library service is very positive. Findings from the survey indicate that there is a high level of support for library services not only from traditional library users, but more importantly from a broad-based constituency of users in all categories of race, income level, education and residency. The library is clearly perceived by the public as a basic city service with support equal to other basic services such as police and fire.

The portions of the survey which pertain to the library have been summarized by Facts Consolidated and are reprinted in Appendix F of this book. The entire survey, available in the Reference Section of the library, includes tables with tabulations of the responses.

Further evaluation of the responses in Citizen's Survey to library services yields the following observations:

Citizen Contact - THE LIBRARY IS #1

- The study indicated that the city service having the most contact (42.6%) by the public was the Central Library.
- Note that the fourth most contacted service was the Branch Libraries.
- The Linda Vista Branch was the most used City Service in District #1*. The Hastings Branch was the most used City Service in District #5. Central Library was the most used service by residents in Districts #2, #3, #4 and #6. Clearly there is great support for the library service in all districts.
- Analysis by race indicates that White and Latino residents support the Central Library as their most contacted City Service, while the Black population indicated high contact second only to Parks.
- There is a clear trend showing contact with the library increases with increasing income ranges.
- Homeowners and renters tend to contact Central Library equally.
- Homes without children tend to contact the branch libraries less than those with children. However, use of Central is evenly distributed between homes with and without children.
- Central Library is contacted most by those under the age of 25 and least by those over the age of 65.
- Branches tend to be contacted by heads of household between the age of 24-34

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*The districts referred to are city election districts.

Job Performance - Central Library - EXCELLENT

- In the job rating category the Central Library was rated #1 citywide with 64.3% of the respondents indicating service to be excellent/good. This is particularly rewarding in that the trend holds up by race, income and education levels.

- It is also interesting to note that length of residence does not seem to effect job rating by Central Library. Those living in Pasadena less than four years gave an excellent/good service rating of 63.7% while long term residents of 20 years or more gave an excellent/good rating of 61.8%.

- There is evidence that more college graduates are pleased with Central Library services (61.4%) than non-college graduates (58.8%).

- A noticeable variation from generally excellent rating of Central Library performance is noted in District #2 with a low rating of 12.8%

Job Performance - Branches - EXCELLENT/GOOD

- In the job rating category the Branches were rated #4 citywide with 52.5% of respondents indicating service to be excellent/good. This compares favorably with the Central Library rating of 64.3%. Clearly the difference between service at Central and branches is minimal.

- While Central Library service received high ratings in all categories including income, education, race, district and length of residence, the Branches show significant variation by district. For example the Hastings Branch, District #2, received a low rating in the excellent/good category with 41.2% followed by District #3 with 41.4%. The branch libraries in these districts are Santa Catalina and LaPintoresca. However, even in these districts the poor service rating category indicates less than a 1% rating.

Willingness to Maintain Present Service Levels of Central Library - YES, BUT WHAT DOES PAY MEAN?

- While 44.1% would be willing to pay to continue service at their present levels and 13.1% would be willing to pay to have service increased, only .1% indicated a desire to see Central Library services discontinued.

- Support for the continued present level of service is strongest with Latinos and lowest with Blacks. However, 11% of the Black population would be in favor of increased services at Central.

- Discontinuation of Central Library services is indicated from non-college graduates who do not have families, are over the age of 55 and who have lived in Pasadena for less than four years.

Willingness to Maintain Present Service Levels at Branches - SOMEWHAT LESS THAN FOR CENTRAL, BUT STILL STRONG SUPPORT.

. While 27.8% would be willing to pay to continue service at their present levels and 12.6% would be willing to pay to have services increased, only 1.2% indicated a desire to see branch libraries discontinued.

. Support for the continued present level of branch service is strongest by Asians and the lowest by Blacks. However, 14.3% of Blacks would be in favor of increasing branch services.

. Support for the discontinuation of branch library service is indicated from Latino and Asian renters who earn less than $5,000, who have lived in Pasadena for 10-19 years, with no children, and are 65 years or older.

Willingness to Support Charge of Library Use Tax and/or Support a Tax Assessment District to Support Library Services - NO

. 41.4% of respondents indicated that they would not support charges for library use. While 15% indicated a strong willingness to support such a charge, this does not demonstrate a mandate in support of such fees.

. A similar finding concerning a library tax assessment district was evident with 10.2% willing to support and 43.6% opposed.

SUMMARY

One thing can be said as a final observation. If the City Board of Directors intends to use the findings of this citizen survey to help chart the future of Pasadena then library service must be considered at all levels to be a basic city service with great support equal to other basic services such as police and fire.

The library is the only high exposure city service that received a high rating. The public perception is that the library is doing a very good job. Support for the library as a whole, both branches and Central, cannot be separated. There does not seem to be support for the levying of a user fee or a specific tax for library services. There is a strong indication however that citizens would like to see at least the same level of financial support to continue for library services.

COMMUNITY INTERVIEWS

Although many of the specific recommendations based on the community interviews have been incorporated into other parts of this report, there are some general observations that can be made about the community's perception of the library based on these interviews. The perception of the library gathered from interviews with 340 agencies, groups and organizations in the community can be summarized in one phrase - "High credibility, but low visibility." The many groups contacted were favorably impressed with the library's level of service, the extensive book collection and the knowledge and helpfulness of the staff. The branches and the Central Library and its various departments received many compliments for delivery of service. Overall, the groups agreed that the Pasadena Public Library was an important component of the quality of life in the community.

However, the most consistent observation to emerge was the need for the library to publicize its services more extensively. Community awareness of services available at the library was generally low, and groups and individuals did not always make the connection between the library's information and resources and how these resources could directly assist them. Most groups were receptive to helping the library publicize its activities through distribution of brochures, flyers and newsletters. It was suggested that the library in turn devote more space to the literature of these groups.

The community interviews provided the occasion for library staff to inform organizations about the library's services, while at the same time learning about the resources available in the community at large. From this opening of communication channels between the library and its community comes the opportunity and need for further cooperation, a major recommendation of this study.

The community interviews also yielded some specific complaints and suggestions for improved service. Insufficiency of parking at Central Library is a major obstacle for many users. The need for a back entrance from the parking lot to Central Library was noted several times, as well as the need for better wheelchair access for the handicapped. While many were impressed by the extensive library hours, others recommended different or additional hours.

Organizations also suggested that the library make its meeting rooms available on a wider basis. In addition, there were many constructive suggestions by individuals for service improvements, such as providing kits for sick children, relocating book return bins on the left (driver's side)curb, etc.

The most prevalent recommendations from the interviews have been addressed in this report and incorporated into the objectives and action plans for library service. The group interviews indicated that the overall perception of the library is that it is strong in the provision of traditional service, but that it can take a more active and visible role in the area of outreach to the community.

ANALYSIS OF LIBRARY USER'S SURVEY

As part of the community analysis project, the Pasadena Public Library undertook a User Survey to discover more about who uses the library, how frequently and for what purposes. It was hoped that the results of this study would not only shed light on public attitudes towards the library, but that the library staff would discover new ideas about how better to serve its patrons.

The design of the sample was to administer a seven page questionnaire to a broad cross-section of patrons in both the central and branch libraries. The staff was instructed to pass out questionnaires to approximately every 10th person who entered the library during a period of one week in October 1981. The results of this survey are based on 1078 responses, including 558 from the Central Library and the rest distributed over the 8 branches. The sample from each branch is necessarily small—ranging from a high of 92 at Hastings Branch to a low of 47 at San Rafael.

It is of course difficult to tell whether the sample is itself biased demographicaly since there is no base with which to compare the sample percentages. For instance, 12% of the respondents were Black whereas the Black population of the city as a whole is closer to 20%. Registration figures suggest that Blacks do not use the Library as frequently as the White population does, but even so we cannot say for sure whether the percentage of Blacks in the survey reflects a bias in the distribution of the users or in the sample itself. In addition, our sample included more women (55%) than men, and a large number of college graduates (53% - only 17% had a high school education or less). In terms of income, the modal category was the greater than $25,000 and less than $50,000 per year, and in terms of age, it was the 25 to 34 year old group. Thirty percent of the sample said their occupational category was professional, 22% said student, 15% said housewife and 12% said retiree. Few fell into the clerical and skilled labor groupings.

USE OF THE LIBRARY

The survey indicates that almost half (48%) of those who responded claimed to visit the library once a week while another 36% said that they visited it every two to four weeks. A few of the branches seemed to have particularly active patrons—e.g. 68% of the respondents in the Allendale and San Rafael Branches claimed to visit once a week—but the Central Library was close (41%) to the overall mean. Patrons over 45 (52%) and especially those over 65 (58%) were more likely to visit once a week than younger patrons. Blacks (54%) and Asians (66%) were also more likely to visit weekly. But aside form these, there did not seem to be any strong visitation patterns.

The vast majority of the respondents felt that getting to the library was easy (95%). Those few who complained mentioned that they had to travel too far (3%), that it took too long (2%), or that the hours were inconvenient (.6%). When asked why they used the particular library they were interviewed in, 58% said that it was closest to home, 38% said they preferred the selection of books there, 28% said that they liked the staff, 25% said that it was a habit, 22% mentioned the parking or that the hours were more convenient, 20% said that it was near to their shopping, and 14% said that it was close to work.

There were some predictable central library-branch library differences in these responses. Those questioned in the branches—e.g. Linda Vista (93%), Hastings Branch (90%), etc.—were more likely to say that it was closest to their home. However, the Central Library patrons were more likely to say that it was closest to where they worked than the branch patrons, no doubt because the Central Library is located in the downtown area. Curiously, the Central Library patrons were not more likely to say that proximity to shopping was a reason despite the abundance of stores in the downtown area. People also seem to patronize the Central Library for its more convenient hours: they patronize the branches out of habit, because it is easier to park there (with the exceptions of Hill, La Pintoresca and Santa Catalina) and because they like the staff personally. In general, there appears to be no great dissatisfaction with library hours at either the central or branch libraries (77% were satisfied) although a few (8%) requested more evening hours and a few others (6%) wanted more weekend hours.

The patrons were asked to say what they felt was the most important use of the library. Leisure reading topped the list (27%), followed by getting information related to personal interests or needs (22%), information for school (18%) and information related to job or career (11%). There were noticeable demographic variations in this variable. College educated patrons were more likely to use the library for leisure reading, acquiring personal information and job related materials than those with a high school education or less. Conversely, those with less than a college education tended to visit the library to obtain school materials. A corollary to this finding is that the younger patrons visit the library more for school purposes than the older ones. There also appear to be sex differences in library use: men use the library more for personal interest and job related information whereas the women use it more for leisure reading. Of course, given sex related patterns of occupation in our society, it may be that these differences are really occupationally related since the survey also found that housewives and retirees tended to use the library more for leisure reading while professionals use it more for job related and personal interest materials. Finally, it seems that the minority communities are more often drawn to the library for school related reasons while the non-minority individuals visit for leisure reading.

The respondents were asked to say what the purpose of their visit was on the day of the interview. In order of the frequency of mention they were as follows: looking for specific materials (45%), browsing (44%), returning materials (43%), picking up materials for self (37%), reading magazines and newspapers (24%), using the catalogue (22%), consulting materials for information (22%), bringing someone (19%), help in locating materials (17%), using a reference book (17%), getting materials for another (17%), getting help in obtaining information (11%), came with a friend (7%), got a card (7%), used copier (7%), attended a library program (2%), used meeting room (2%), listened to records (2%), and booked a film (1%).

The survey also discovered which materials the patrons used on the particular day that they were interviewed on. In order of frequency again, they were: hardback fiction (56%), hardback nonfiction (55%), reference materials (47%), magazines (44%), staff help (44%), paperbacks (44%), children's books (29%), adult records (20%), children's programs (17%), children's records (12%), and adult programs (11%). There were a few variations between the central and branch libraries in this regard. For instance, there was a heavier use of reference materials at the Central Library (59%) and of children's books in some of the branches (30-35% range).

There were also some important sociological differences in the use of library materials. Paperbacks tend to be used most heavily by patrons in the 14-19 year old age bracket, by minorities, and those with a high school education or less. Hardback fiction is most frequently used by retirees and housewives, nonminorities and those in the upper income levels. Hardback nonfiction displayed no strong pattern of usage, although better educated individuals were somewhat more inclined to use them. Predictably, children's books are used by those in the child-rearing ages of 35-44 years old, but somewhat surprisingly, minority use exceeded the sample mean (i.e. Blacks 37%, Hispanics 34%, Asians 34%). Children's records and programs followed the same pattern. Magazines tend to be used by patrons under 25, students (presumably, many who get bored with their homework), minorities and low income individuals. Adult records are also used more by the younger patrons (especially, under 35) as well as by minorities and lower income individuals. Staff help and reference are both used most by patrons under 21, but there are differences as well. The reference materials tend to be used more heavily by males and those in professional occupations than does staff assistance.

With respect to the latter point, patrons were asked to say whether they had asked for help during their visit to the library. Of the sample, 44% said that they had. Of those, 37% located what they wanted, 4% did not, 18% received an offer to obtain what they wanted from the staff, 13% were referred to another place to get what they wanted, and 10% were suggested alternatives to what they wanted. Of those who did not ask for help, 40% found what they were looking for themselves, 1% did not think of it and less than 1% found that the staff was too busy. Sixty-eight percent of those interviewed were aware of the inter-library loan system, and 35% had made use of it at one time or another. In addition, 56% surveyed made use of libraries other than the Pasadena Public Library.

SUGGESTED CHANGES

The repondents were asked to say what they would do to improve the services of the library. Thirty percent said that they had no suggestions. The two most frequent ideas were to increase the hours (15%) and to get more adult books (12%). Among the less frequently cited ideas were: new location (1%), more teen books (2%), more children's books (1%), better information (5%), and more programs for children, teens and adults (1% each).

From the point of view of advertising library services in the future, it would appear that the two most effective means are word of mouth (32%) and library flyers (35%). Newspapers (23%) and newsletters (23%) are also effective.

Finally, patrons were asked whether they preferred to have enough duplicate copies to get them when you want them or to have single copies of a wider range of titles, even if you have to wait longer to get them. In general 36% favored more duplicates while 48% wanted a wider range. However, there were important socio-economic differences in the responses. Younger, school-aged, and minority patrons preferred to have more duplicates since many of them have to compete for the same school materials. On the other hand, wealthier, better educated patrons prefer a wider range.

CONCLUSION

There are a couple of conclusions that emerge from this study. First, it is clear that decisions about the kinds of materials the library should have affect different segments of the community in different ways. To spend more money on building up the hardback fiction collection is in effect a decision to service better the needs of the older, female, and nonminority users. Conversely, a decision to spend more on paperbacks, records, films, and school materials better serves the needs of the younger, poorer and minority users. Presently, the distribution of the library users seems to be skewed towards the nonminority, female, well-educated and higher income individuals (based on registration data as well as the sample biases). If the library wanted to expand its use among the less well educated, poorer, minority population, it would have to pursue a different resource allocation strategy. Or, to use another example, a build-up of reference materials for career and hobby-related interests might increase use by professional males.

Secondly, it is clear that the branches and the central libraries serve different purposes. Those who want the friendliness and convenience of a small neighborhood library frequent the branches. Those who want the range of collection and reference capacities of a large library frequent the Central Library.

LIBRARY USER SURVEY

Question		Central	Allendale	Hastings	Hill Avenue	Lamanda Park	La Pintoresca	Linda Vista	San Rafael	Santa Catalina
1(a) IS IT EASY FOR YOU TO GET TO THIS LIBRARY?	% Yes	92.7	94.0	97.8	98.8	98.7	96.2	100.0	93.6	98.4
	% No	6.6	6.0	2.2	1.2	1.3	3.8	0.0	6.4	1.6
1(b) IF NO, WHY NOT? (Check all that apply)										
(a) Takes too long		2.2	2.0	1.1	1.2	0.0	1.9	0.0	0.0	1.6
(b) Library is too far from home		3.9	4.0	0.0	1.2	1.3	1.9	0.0	4.3	1.6
(c) Library hours are inconvenient		1.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
(d) Transportation not available		1.1	2.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
(e) Other		3.2	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2. WHY DO YOU USE THIS BRANCH? (Check all that apply)										
(a) Closest to home		39.8	76.0	90.2	54.3	76.9	67.3	93.2	89.4	82.0
(b) Closest to job		18.1	10.0	8.7	11.1	9.0	15.4	10.2	4.3	6.6
(c) Habit		24.2	36.0	27.2	17.3	32.1	26.9	32.2	25.5	23.0
(d) Better selection of materials		60.0	24.0	13.0	14.8	14.1	11.5	18.6	17.0	9.8
(e) Like the staff		15.9	64.0	31.5	24.7	43.6	28.8	64.4	68.1	26.2
(f) Parking is easy		9.9	48.0	45.7	14.8	37.2	17.3	55.9	42.6	19.7
(g) More convenient hours		28.9	30.0	10.9	11.1	11.5	13.5	13.6	25.5	14.8
(h) Convenient to shopping or errands		19.5	26.0	28.3	11.1	20.5	9.6	22.0	14.9	24.6
(i) Other		9.9	20.0	6.5	19.8	7.7	11.5	18.6	21.3	11.5
3(a) SATISFIED WITH CURRENT LIBRARY HOURS?	% Yes	77.4	84.0	66.3	77.8	66.7	88.5	81.4	87.2	77.0
	% No	20.8	16.0	32.6	19.8	30.8	11.5	16.9	10.6	21.3

LIBRARY USER SURVEY

Question	Central	Allendale	Hastings	Hill Avenue	Lamanda Park	La Pintoresca	Linda Vista	San Rafael	Santa Catalina
3(b) IF NO, WHAT CHANGES IN HOURS WOULD YOU LIKE TO HAVE?									
(a) More morning hours	1.3	4.0	5.4	2.5	3.8	0.0	0.0	2.1	6.6
(b) More evening hours	7.7	2.0	13.0	6.2	15.4	3.8	6.8	6.4	9.8
(c) More weekend hours	8.4	2.0	4.3	2.5	1.3	3.8	1.7	4.3	0.0
(d) Other	10.4	10.0	12.0	11.1	9.0	13.5	11.9	8.5	11.5
4. WHAT IS THE SINGLE MOST IMPORTANT PURPOSE FOR WHICH YOU USE THE PUBLIC LIBRARY? Check one only									
(1) School-related information	21.9	22.0	16.3	18.5	15.4	11.5	6.8	10.6	9.8
(2) Job/career-related information	17.0	0.0	4.3	9.9	3.8	11.5	1.7	4.3	8.2
(3) Personal information	26.3	10.0	19.6	13.6	23.1	23.1	16.9	19.1	21.3
(4) Leisure reading	16.3	44.0	39.1	34.6	28.2	26.9	57.6	38.3	41.0
(5) Material related to leisure time	0.5	0.0	0.0	0.0	3.8	0.0	0.0	2.1	0.0
(6) Other	3.4	6.0	3.3	7.4	3.8	5.8	3.4	6.4	3.3
5. HOW OFTEN DO YOU VISIT A PASADENA PUBLIC LIBRARY FACILITY?									
(1) First visit	3.8	4.0	0.0	6.2	5.1	9.6	1.7	2.1	4.9
(2) Once a week	40.9	68.0	43.5	56.8	59.0	48.1	57.6	68.1	50.8
(3) Once every two to four weeks	38.0	26.0	44.6	32.1	28.2	28.8	39.0	27.7	34.4
(4) Six to eleven times a year	10.0	2.0	8.7	3.7	3.8	7.7	1.7	2.1	6.6

LIBRARY USER SURVEY

Question	Central	Allendale	Hastings	Hill Avenue	Lamanda Park	La Pintoresca	Linda Vista	San Rafael	Santa Catalina
(5) One to five times a year	5.9	0.0	3.3	0.0	1.3	3.8	0.0	0.0	1.6
(6) Less than once a year	1.3	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0
6. WHAT DID YOU DO ON YOUR VISIT TODAY? Check all that apply									
(a) Brought someone to the library	15.8	12.0	30.4	17.3	15.4	36.5	20.3	27.7	26.2
(b) Returned library materials	34.4	72.0	56.5	49.4	39.7	30.8	59.3	66.0	45.9
(c) Looked for specific material	48.4	26.0	55.4	35.8	43.6	38.5	37.3	44.7	41.0
(d) Browsed for leisure reading material	31.4	62.0	59.8	45.7	56.4	46.2	67.8	72.3	50.8
(e) Selected materials for self	30.6	50.0	52.2	43.2	37.2	30.8	39.0	55.3	36.1
(f) Checked out material for others	7.0	22.0	28.3	18.5	7.7	15.4	18.6	36.2	11.5
(g) Used the catalog to locate materials	26.0	16.0	25.0	9.9	24.4	13.5	6.8	19.1	16.4
(h) Obtained help from librarian in locating materials	19.0	18.0	18.5	6.2	17.9	13.5	15.3	17.0	14.8
(i) Used a reference book	25.1	20.0	7.6	7.4	10.3	7.7	10.2	4.3	3.3
(j) Consulted books/magazines for specific information	27.4	12.0	26.1	12.3	26.9	3.8	20.3	12.8	16.4
(k) Obtained help from librarian in finding information	13.6	14.0	8.7	7.4	5.1	13.5	10.2	12.8	9.8
(l) Read magazines or newspapers	23.8	12.0	21.7	28.4	32.1	19.2	30.5	23.4	23.0
(m) Studied, using own materials	18.5	18.0	15.2	19.8	10.3	19.2	3.4	2.1	6.6
(n) Came with or met friend	8.4	12.0	6.5	11.1	5.1	7.7	1.7	8.5	3.3

LIBRARY USER SURVEY

Question	Central	Allendale	Hastings	Hill Avenue	Lamanda Park	La Pintoresca	Linda Vista	San Rafael	Santa Catalina
(o) Got a library card	5.0	4.0	14.1	9.9	5.1	21.2	0.0	2.1	13.1
(p) Attended a library program	2.3	2.0	0.0	6.2	0.0	3.8	0.0	8.5	1.6
(q) Used meeting room	2.0	0.0	0.0	1.2	0.0	3.8	0.0	6.4	0.0
(r) Used copy machine	12.2	0.0	2.2	0.0	5.1	1.9	8.5	0.0	0.0
(s) Listened to records or cassettes	2.5	2.0	2.2	1.2	0.0	0.0	0.0	2.1	0.0
(t) Booked or picked up film	0.9	0.0	0.0	2.5	0.0	1.9	0.0	0.0	0.0
(u) Other	6.5	8.0	3.3	6.2	11.5	11.5	11.9	8.5	3.3
7. WHAT LIBRARY SERVICES OR COLLECTIONS DO YOU USE?									
(a) Paperback collection	36.4	64.0	57.6	44.4	43.6	63.8	67.6	51.1	47.5
(1) Very satisfied	14.7	38.0	12.0	18.5	20.5	23.1	23.7	12.8	21.3
(2) Satisfied	20.1	24.0	38.0	19.8	20.5	21.2	30.6	36.2	19.7
(3) Not satisfied	1.1	2.0	4.3	3.7	2.6	7.7	1.7	2.1	3.3
(b) Hardback fiction collection	45.0	82.0	69.6	54.3	62.8	48.1	81.4	85.1	70.5
(1) Very satisfied	21.0	42.0	29.3	22.2	32.1	25.0	37.3	36.2	36.1
(2) Satisfied	21.5	34.0	34.8	24.7	28.2	19.2	37.3	46.8	27.9
(3) Not satisfied	1.8	4.0	2.2	3.7	1.3	1.9	1.7	2.1	3.3
(c) Hardback non-fiction collection	52.5	62.0	70.7	44.4	50.0	44.2	78.0	61.7	57.4
(1) Very satisfied	23.8	24.0	23.9	17.3	21.8	23:1	35.6	21.3	27.9
(2) Satisfied	24.6	32.0	41.3	22.2	26.9	11.5	37.3	36.2	26.2
(3) Not Satisfied	2.3	4.0	3.3	2.5	0.0	9.6	1.7	4.3	3.3

LIBRARY USER SURVEY

Question	Central	Allendale	Hastings	Hill Avenue	Lamanda Park	La Pintoresca	Linda Vista	San Rafael	Santa Catalina
(d) Children's book collection	19.7	40.0	42.4	34.6	29.5	36.5	39.0	57.4	36.1
(1) Very satisfied	10.4	30.0	19.6	16.0	20.5	19.2	28.8	31.9	18.0
(2) Satisfied	7.3	4.0	20.7	17.3	9.0	13.5	10.2	25.5	14.8
(3) Not satisfied	1.6	2.0	1.1	1.2	0.0	1.9	0.0	0.0	1.6
(e) Magazine collection	43.2	38.0	47.8	39.5	51.3	42.3	45.8	61.7	39.3
(1) Very satisfied	17.0	12.0	15.2	12.3	30.8	19.2	18.6	31.9	13.1
(2) Satisfied	22.2	24.0	23.9	21.0	19.2	19.2	23.7	23.4	19.7
(3) Not satisfied	3.9	2.0	6.5	3.7	0.0	3.8	3.4	6.4	1.6
(f) Children's record/cassette collection	10.2	14.0	10.9	11.1	6.4	25.0	10.2	21.3	16.4
(1) Very satisfied	3.2	4.0	1.1	1.2	2.6	11.5	1.7	8.5	8.2
(2) Satisfied	5.7	8.0	7.6	7.4	2.6	9.6	5.1	0.0	6.6
(3) Not satisfied	1.3	2.0	2.2	2.5	1.3	3.8	3.4	12.8	0.0
(g) Adult record/cassette/film collection	23.7	12.0	20.7	16.0	7.7	23.1	10.2	21.3	19.7
(1) Very satisfied	5.4	4.0	5.4	8.6	2.6	13.5	3.4	8.5	8.2
(2) Satisfied	10.6	6.0	12.0	7.4	3.8	5.6	5.1	0.0	6.6
(3) Not satisfied	7.2	2.0	3.3	0.0	1.3	3.8	1.7	12.8	3.3
(h) Staff help	39.2	54.0	57.6	42.0	42.3	44.2	50.8	57.4	39.3
(1) Very satisfied	28.1	48.0	41.3	32.1	37.2	34.6	49.2	48.9	27.9
(2) Satisfied	10.6	6.0	16.3	9.9	5.1	9.6	0.0	8.5	6.6
(3) Not satisfied	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(i) Reference materials	59.3	36.0	44.6	23.5	28.2	30.8	37.3	42.6	36.1
(1) Very satisfied	28.0	16.0	13.0	9.9	15.4	15.4	16.9	19.1	14.8
(2) Satisfied	26.0	16.0	28.3	11.1	11.5	13.5	15.3	23.4	18.0
(3) Not satisfied	3.8	4.0	3.3	1.2	1.3	1.9	3.4	0.0	0.0

LIBRARY USER SURVEY

Question	Central	Allendale	Hastings	Hill Avenue	Lamanda Park	La Pintoresca	Linda Vista	San Rafael	Santa Catalina
(j) Library programs for children	12.4	22.0	18.5	19.8	11.5	28.8	23.7	42.6	14.8
(1) Very satisfied	5.7	16.0	8.7	11.1	7.7	21.2	18.6	29.8	8.2
(2) Satisfied	5.7	6.0	8.7	8.6	3.8	7.7	3.4	12.8	4.9
(3) Not satisfied	0.5	0.0	1.1	1.2	0.0	0.0	0.0	0.0	0.0
(k) Library programs for adults	10.4	16.0	8.7	6.2	3.8	21.2	11.9	21.3	11.5
(1) Very satisfied	4.5	6.0	2.2	3.7	1.3	11.5	5.1	4.3	4.9
(2) Satisfied	5.2	10.0	6.5	2.5	2.6	9.6	5.1	14.9	4.9
(3) Not satisfied	0.4	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0
(l) Other	6.3	0.0	4.3	3.7	2.6	7.7	3.4	4.3	6.6
(1) Very satisfied	2.3	0.0	2.2	1.2	1.3	5.8	0.0	2.1	1.6
(2) Satisfied	0.7	0.0	1.1	0.0	1.3	1.9	0.0	0.0	0.0
(3) Not satisfied	2.2	0.0	1.1	0.0	0.0	0.0	1.7	2.1	1.6
8(a) DID YOU ASK LIBRARY STAFF FOR HELP?									
% Yes	50.0	56.0	53.3	40.7	29.5	57.7	42.4	44.7	34.4
% No	41.8	40.0	45.7	44.4	52.6	40.4	55.9	51.1	47.5
(b) IF YES, DID STAFF: Check all that apply									
(1) Locate what you wanted	38.7	52.0	40.2	27.2	24.4	46.2	40.7	34.0	29.5
(2) Not locate what you wanted	6.5	0.0	3.3	1.2	1.3	3.8	0.0	2.1	3.3
(3) Offer to obtain what you needed	13.8	36.0	22.8	21.0	14.1	15.4	23.7	27.7	18.0
(4) Refer you to another source	13.6	16.0	12.0	8.6	10.3	11.5	10.2	17.0	13.1
(5) Suggest alternatives	10.4	16.0	12.0	8.6	7.7	15.4	10.2	8.5	11.5
(6) Other									

LIBRARY USER SURVEY

Question	Central	Allendale	Hastings	Hill Avenue	Lamanda Park	La Pintoresca	Linda Vista	San Rafael	Santa Catalina
(c) IF YOU DID NOT ASK FOR HELP, WHY NOT?									
(1) Found what I needed myself	37.6	34.0	37.0	46.9	48.7	38.5	47.5	44.7	37.7
(2) Did not think to ask	1.1	2.0	1.1	3.7	1.3	3.8	0.0	0.0	3.3
(3) Everyone was busy	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(4) Other	2.9	0.0	2.2	1.2	7.7	3.8	3.4	2.1	0.0
9(a) ARE YOU AWARE THAT THE LIBRARY WILL BORROW MATERIALS FOR YOU FOR OTHER LIBRARIES?									
% Yes	61.8	86.0	79.3	63.0	76.9	46.2	88.1	87.2	70.5
% No	37.8	14.0	20.7	32.1	20.5	50.0	11.9	10.6	27.9
(b) HAVE YOU EVER PLACED A REQUEST FOR MATERIALS THAT THE LIBRARY DOES NOT HAVE?									
% Yes	30.3	46.0	44.6	25.9	39.7	21.2	54.2	59.6	39.3
% No	66.5	52.0	52.2	64.2	53.8	76.9	44.1	34.0	57.4
10. WHAT CHANGE WOULD MOST INCREASE YOUR SATISFACTION WITH THE PASADENA PUBLIC LIBRARY? Check one only.									
(1) No change necessary	27.6	46.0	28.3	27.2	35.9	38.5	33.9	27.7	27.9
(2) Increased hours	12.7	6.0	27.2	14.8	29.5	11.5	13.6	12.8	19.7
(3) New, more convenient locations	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
(4) More adult books	9.1	18.0	12.0	16.0	10.3	19.2	28.8	17.0	13.1
(5) More teen books	1.4	2.0	2.2	3.7	0.0	3.8	3.4	2.1	1.6
(6) More children's books	0.9	6.0	1.1	3.7	0.0	1.9	0.0	4.3	1.6

LIBRARY USER SURVEY

Question	Central	Allendale	Hastings	Hill Avenue	Lamanda Park	La Pintoresca	Linda Vista	San Rafael	Santa Catalina
(7) More records or cassettes	5.4	0.0	3.3	3.7	3.8	0.0	0.0	8.5	1.6
(8) Better information/reference services	7.2	2.0	1.1	6.2	3.8	0.0	3.4	0.0	0.0
(9) More programs for children	0.5	0.0	1.1	1.2	1.3	3.8	1.7	2.1	0.0
(10) More programs for teens	0.7	0.0	2.2	1.2	0.0	5.8	0.0	2.1	1.6
(11) More programs for adults	1.3	2.0	0.0	0.0	0.0	0.0	0.0	2.1	3.3
(12) Special services for aging, confined, handicapped, etc.	1.4	4.0	4.3	1.2	2.6	0.0	0.0	2.1	3.3
(13) Other	14.2	4.0	4.3	3.7	1.3	1.9	6.8	8.5	1.6
11. WHICH WOULD YOU PREFER? Check one only									
(1) Duplicate copies of heavily used materials	39.1	30.0	43.5	32.1	25.6	48.1	23.7	17.0	37.7
(2) Single copies of wider range of titles	44.3	58.0	45.7	50.6	53.8	40.4	76.3	63.8	42.6
12. DO YOU USE ANY OTHER LIBRARY THAN A PASADENA PUBLIC LIBRARY BRANCH?									
% Yes	62.9	44.0	46.7	44.4	51.3	48.1	45.8	44.7	55.7
% No	35.5	56.0	53.3	50.6	42.3	50.0	47.5	53.2	44.3
13. HOW DO YOU FIND OUT ABOUT CURRENT LIBRARY ACTIVITIES AND SERVICES? Check all that apply									
(1) Word-of-mouth	29.0	36.0	30.4	38.3	35.9	48.1	39.0	29.8	23.0
(2) Local newspapers	21.9	38.0	27.2	13.6	28.2	19.2	25.4	21.3	24.6
(3) Library newsletter	19.2	34.0	23.9	25.9	23.1	28.8	22.0	38.3	23.0
(4) Library flyers	31.4	44.0	41.3	37.0	24.4	21.2	49.2	59.6	41.0
(5) Other	12.0	14.0	14.1	12.3	11.5	9.6	25.4	8.5	8.2

LIBRARY USER SURVEY

Question	Central	Allendale	Hastings	Hill Avenue	Lamanda Park	La Pintoresca	Linda Vista	San Rafael	Santa Catalina
PERSONAL INFORMATION									
A. HOW MANY YEARS OF SCHOOL HAVE YOU COMPLETED?									
(1) 8 years or less	0.9	2.0	0.0	8.6	2.6	1.9	0.0	6.4	4.9
(2) Some high school	6.3	18.0	8.7	6.2	5.1	15.4	5.1	6.4	9.8
(3) High school graduate	7.9	2.0	2.2	12.3	9.0	17.3	5.1	10.6	16.4
(4) Some college	29.7	20.0	40.2	19.8	26.9	38.5	18.6	17.0	19.7
(5) College graduate	27.1	36.0	30.4	25.9	29.5	17.3	32.2	19.1	21.3
(6) Graduate work	27.6	22.0	18.5	23.5	23.1	9.6	39.0	40.4	26.2
B. WHAT IS YOUR AGE?									
(1) 14 - 19 years	13.3	20.0	10.9	22.2	5.1	17.3	5.1	10.6	8.2
(2) 20 - 24 years	15.8	2.0	15.2	7.4	10.3	21.2	3.4	4.3	8.2
(3) 25 - 34 years	28.9	8.0	10.9	25.9	17.9	26.9	8.5	23.4	23.0
(4) 35 - 44 years	16.3	20.0	27.2	11.1	23.1	9.6	16.9	21.3	26.2
(5) 45 - 64 years	17.9	32.0	22.8	12.3	25.6	15.4	44.1	14.9	9.8
(6) Over 65	7.9	18.0	13.0	17.3	14.1	9.6	22.0	23.4	23.0
C. WHAT IS YOUR ETHNIC BACKGROUND?									
(1) White	69.2	78.0	80.4	61.7	80.8	25.0	93.2	89.4	73.8
(2) Hispanic	7.5	6.0	3.3	6.2	2.6	5.8	0.0	2.1	8.2
(3) Asian	6.1	4.0	7.6	19.8	6.4	0.0	0.0	2.1	3.3
(4) Black	13.8	8.0	5.4	3.7	0.0	63.5	5.1	4.3	9.8
(5) American Indian	0.2	0.0	1.1	1.2	0.0	0.0	0.0	0.0	0.0
(6) Other	2.7	4.0	2.2	1.2	2.6	5.8	0.0	2.1	3.3

LIBRARY USER SURVEY

Question	Central	Allendale	Hastings	Hill Avenue	Lamanda Park	La Pintoresca	Linda Vista	San Rafael	Santa Catalina
D. WHAT IS YOUR SEX?									
(1) Male	55.6	22.0	25.0	39.5	34.6	34.6	27.1	23.4	34.4
(2) Female	44.1	78.0	75.0	56.8	61.5	65.4	72.9	74.5	62.3
E. WHAT IS YOUR OCCUPATION? Check one only									
(1) Homemaker	6.3	34.0	18.5	19.8	21.8	19.2	39.0	38.3	16.4
(2) Student	25.8	22.0	21.7	28.4	17.9	26.0	8.5	14.9	8.2
(3) Professional	38.0	16.0	25.0	16.0	24.4	26.9	20.3	23.4	27.9
(4) Clerical	4.3	4.0	5.4	7.4	7.7	3.8	3.4	0.0	6.6
(5) Skilled labor/trades	5.9	0.0	6.5	2.5	3.8	3.8	0.0	0.0	1.6
(6) Services	1.6	6.0	2.2	0.0	3.8	3.8	0.0	0.0	1.6
(7) Retired	8.8	12.0	14.1	14.8	12.8	11.5	27.1	17.0	16.4
(8) None	0.7	0.0	2.2	2.5	1.3	3.8	0.0	0.0	6.6
(9) Other	7.7	6.0	3.3	2.5	2.6	0.0	1.7	6.4	11.5
F. WHAT IS YOUR FAMILY INCOME?									
(1) Under $10,000	14.2	4.0	15.2	19.8	15.4	25.0	0.0	6.4	18.0
(2) $10,000 - $14,999	8.8	14.0	3.3	6.2	7.7	23.1	1.7	4.3	14.8
(3) $15,000 - $19,999	8.1	6.0	6.5	9.9	9.0	11.5	3.4	10.6	14.8
(4) $20,000 - $24,999	16.5	8.0	16.3	16.0	16.7	7.7	8.5	0.0	8.2
(5) $25,000 - $49,999	26.7	30.0	38.0	14.8	25.6	15.4	44.1	17.0	23.0
(6) $50,000 and over	16.5	24.0	10.9	13.6	14.1	1.9	37.3	42.6	1.6

Appendix A

COMMUNITY ORGANIZATIONS INTERVIEWED
by
LIBRARY STAFF

ACT
Judy Boggs
1060 No. Allen Ave., Suite 201, Pasadena 91104
794-9222
Political

A to Z Learning Tree Preschool
Dora Talamatez, Executive Director
1133 No. Lake Ave., Pasadena 91104
798-1570
School SC

Allendale School PTA
Mrs. Larry Evans, President
1135 So. Euclid Ave., Pasadena 91106
799-7131 or 328-0660
School AL

All Saint´s Children´s Center
Jan Brown, Director
132 No. Euclid Ave., Pasadena 91101
449-0985
Children´s Services

All Saints Episcopal Church
Ann Peterson, Ass´t. to Rector
132 No. Euclid Ave., Pasadena 91101
796-1172
Religious

All Saints Episcopal Church Union Station
Bill Doulos, Director
132 No. Euclid Ave., Pasadena 91101
796-1172
Social Services

Altadena Nursery School
Pat Hedlund, President
1434 No. Altadena Dr., Pasadena 91107
797-8573
School HB

Altadenan Publishing - Altadenan-Pasadena Chronicle
Ann Jopling, Associate Editor
P. O. Box 727, 2396 No. Lake Ave., Altadena 91001
798-8954
Communications

Altrusa Club
Mary Morton, Treasurer
493 Avon, Pasadena 91101
799-7817
Social Clubs & Service Organizations

Ambassador College
Dr. William Stenger, Registrar
300 W. Green St., Pasadena 91105
577-5503
Educational Facilities

Ambassador College Library
Richard E. Walther, Director
300 W. Green St., Pasadena 91123
577-5540
Information Resources

Ambassador College Portfolio (Newspaper)
Robert Taylor, Editor
300 W. Green St., Pasadena 91105
577-5747
Communication

American Association of University Women
Ms. Edna Crede, President
656 Sierra Madre Blvd., San Marino 91108
795-4608
Social Clubs & Service Organizations

American Academy of Dramatic Arts West
Mr. Morgan, Director
2555 Paloma St., Pasadena 91107
798-0777
Education

American Institute of Architects, Pasadena & Foothill Chapters,
Gamble House
Inge Rose, Former President
4 Westmoreland Place, Pasadena 91103
796-7601 256-5275
Information Resources

The American Red Cross
Roger Keith, Executive Director
430 Madeline Dr., Pasadena 91105
799-0841
Social Services

Assumption School
Mr. Bonnacio, Principal
2660 E. Orange Grove Blvd., Pasadena 91107
793-2089
School HB

American Friends Service Committee
Gary Massoni
980 No. Fair Oaks, Pasadena 91103
791-1978
Religious

Armenian Athletic Association
Peter Darakjian, President
1060 No. Allen Ave., Pasadena 91104
797-7680 SC

Art Center College of Design
Pat Cummings
1700 Lida St., Pasadena 91103
577-1700
Educational Facilities

Art Center College of Design
Pat Cummings, Public Relations Director
1700 Lida St., Pasadena 91103
577-1700

Assenblyman William Iver´s Office,
42nd District
Charles Beck
1740 Broadview Dr., Glendale 91208
248-4266
Political

Assumption of the Blessed Mary Church
Father Crean, Monsignor
2640 E. Orange Grove Blvd., Pasadena 91107
449-3841
Church HB

Athena Investment
Jack Andrews, President
201 So. Lake Ave., Suite 410, Pasadena 91101
449-2211
Businesses

Avery International
Jean Jarvis, Manager of Corporation Communications
415 Huntington Dr., San Marino 91108
799-0881
Businesses

Avery Research Center Library
Joanne McKinney
325 No. Altadena Dr., Pasadena 91109
793-2131
Businesses

Avon Products
Doug Brooks, Training and Communications
2940 E. Foothill Blvd., Pasadena 91109
578-8000
Businesses

Bank of America
Mr. Richard Ivie, Vice President & Manager
Pasadena Civic Center Branch
111 South Marengo Ave., Pasadena 91101
Businesses

Bell and Howell
Tom Switzer, Public Relations
360 No. Sierra Madre Villa, Pasadena 91107
795-9381
Business

Bell and Howell, Technical Library
Beverly Busenbark
360 No. Sierra Madre Villa, Pasadena 91107
795-9381
Business Library

Benevolent & Protective Order of Elks
Pasadena Lodge #672
Sam Samsel, Public Relations Chairman
400 W. Colorado Blvd., Pasadena 91105
449-6010
Social Clubs & Service Organizations

Blair High School PTA
Mrs. Anne Pursel
1201 So. Marengo Ave., Pasadena 91106
441-2201
School AL

Boys Club
Bob Monk, Executive Director
3230 Del Mar, Pasadena 91107
449-1953
Recreation

Boys Club of Pasadena Bands
David Miller, Music Director
3230 E. Del Mar Blvd., Pasadena 91107
449-1953
Children's Services

Boy Scouts of America, San Gabriel Valley Council
Gary Gross
540 No. Rosemead, Pasadena 91107
351-8815
Recreation

Burroughs Corp.
Floyd Wilson, Industrial Relations
460 Sierra Madre Villa, Pasadena 91109
351-6551
Businesses

Burroughs Library
Jean Robbins, Librarian
460 Sierra Madre Villa 91109
351-6551
Businesses

California House of the Assistance League
Judy Beaudet
820 E. California Blvd., Pasadena 91106
Social Services

California Institute of Technology
Robert A. Millikan Memorial Library
Johanna E. Tallman, Director
1201 E. California Blvd., Pasadena 91125
795-6811
Information Resources

California Institute of Technology
Special Student Programs, Secondary School Relations
Lee F. Browne, Director
1201 E. California Blvd., Pasadena 91109
356-6207
Educational Facilities

California Institute of Technology
Dr. Lyman Bonner, Registrar
1201 E. California Blvd., Pasadena 91109
356-6354
Educational Facilities

California Tech
Ed Hutchings
1201 E. California Blvd., Pasadena 91109
356-4074
Communications

Caltech Child Care Center
Rose Ann Ghiazza, Director
293 So. Chester Ave., Pasadena 91106
793-7308
School HA

Cal Tech News
Winifred Veronda, Editor
1201 E. California Blvd., Pasadena 91109
356-6256
Communications

Caltech Women's Club
Mrs. Velma Muhliman, Past President
955 Fallen Leaf Rd., Arcadia 91006
355-8265
Social Clubs & Service Organizations

Calvary Baptist Church
Dr. Bill Bean, Pastor
1555 E. Colorado Blvd., Pasadena 91106
796-3146
Church HA

Calvary Baptist Nursery School
Valerie Joan Taylor, Director
1555 E. Colorado Blvd., Pasadena 91106
796-3148
School HA

Calvary Christian Methodist Episcopal
Leonard Holt, Pastor
135 Glorieta St., Pasadena
684-5232
Church - LaP

Calvary Christian School
Mr. Carl Swift, Administrator
1555 E. Colorado Blvd., Pasadena 91106
796-3147
Church HA

Cambridge School
Ms. Anderson
597 So. Madison Ave., Pasadena 91106
795-0817
School AL

Campfire Inc., San Gabriel Valley Council
Karen Mumford
391 So. Madison, Pasadena 91106
796-9156
Recreation

Campus Children's Center
Mrs. Ethel Roberts
240 So. Michigan Ave., Pasadena 91106
796-4064
School HA

Centro Latino de Informacion y Servicio
2428 E. Colorado Blvd., Pasadena
Abel Munoz, Director
793-3959
Social Services

Child Care Consortium, United Way
Wanda James, Chairperson
22 W. Live Oak, Arcadia 91006
793-5171
Children's Services

Chandler School
Mr. Jefferson Stephens, Headmaster
1005 Armada Dr., Pasadena 91103
795-9314
Educational

Child Care Information Service and Creative Partnerships
Kathy Malaske, Director
363 E. Villa (Villa-Parke Rec. Center) 91106
796-4341
Children's Services

Child Development Center
Pamela Petty, Director
1026 No. Fair Oaks, Pasadena 91103
794-5524
Childcare LaP

The Children's House - Montessori
Mrs. Jo Ann Aria, Director
693 South Euclid Ave., Pasadena 91106
793-3741 or 793-6122
School AL

Christian Science Reading Room
Mrs. P. Fisher, Librarian
550 E. Green St., Pasadena 91101
793-0840
Religious

Church of the Latter Day Saints
Bishop Donald Mortensen
770 No. Sierra Madre Blvd., Pasadena 91107
351-0131
Church HB

Civitan Club of Pasadena
Oscar G. Werner, President
2030 For Ridge Rd., Pasadena 91107
794-7519
Social Clubs & Service Organizations

Claremont-Lake-El Molino-Mountain Assoc.
Mr. Adrian Bartholomew, Vice President
P. O. Box 2516, Pasadena 91105
268-9941
Neighborhood Assoc. SC

Classic Projects Corp.
Stanley Liebling
65 No. Catalina Ave., Pasadena 91106
681-4443
Business

Coleman Chamber Music Association
Susan Laufer, President
1912 Homewood, Altadena 91001
797-7451
Art and Culture

Commission on Aging of the Pasadena Area
Rene Wilson, Director
1020 No,. Fair Oaks Ave., Pasadena 91103
798-0501
Social Services

Commission on the Status of Women
Judith Wolfe, Administrative Technician
100 No. Garfield Ave., Pasadena 91101
577-4373
Social Services

Community Skills Center (PCC)
325 So. Oak Knoll Ave., Pasadena 91101
Dr. James Crayton, Supervisor
792-2124
Educational

Community Skills Center (PUSD)
325 So. Oak Knoll Ave., Pasadena 91101
Bob Zondler
793-2092
Educational

Consumer and Community Action Center
Gilbert Moreno, Director
1020 No. Fair Oaks Ave., Pasadena 91103
794-7194
Social Services

COPA - Chicanas Organized for Progress & Advancement
Jesse Lopez, President pro-tem
78 No. Marengo (YWCA), Pasadena 91101
793-0555
Social Clubs & Service Organizations

The Cottage Co-Op
Andrea King, Director
777 So. Grand Ave., Pasaadena 91105
799-0387
School AL

The Crippled Childrens Society
Robert Winandy, Regional Director
201 So. Kinneloa Ave., Pasadena 91107
681-1685
Social Services

Dean, Witter, Reynolds
James P. Lee, Associate Vice-President
751 Cordova, Pasadena 91106
449-1240
Business

Democratic Council of the Pasadena Area
Skipper Rostker
3426 Barhite St., Pasadena 91107
794-4317
Political

Don Benito School
Mrs. Heshian, Principal
3700 Denair, Pasadena 91107
351-8895
School HB

Dundee Heights Assoc.
Paul Harrison, Member
1700 Fiske, Pasadena 91104
797-9581 or 445-7560
Neighborhood Assoc. SC

East Arroyo Residents Assoc.
Patricia O. Savoie
584 Rosemont Ave., Pasadena 91103
792-9259
Neighborhood Assoc.

Ecumenical Council
Mrs. Spencer, Secretary
444 E. Washington Blvd., Pasadena 91104
797-2402
Religious

W. D. Edson Neighborhood Improvement Assoc.
Mrs. Esther Jones, President
268 Beechwood Dr., Pasadena 91103
681-5318
Neighborhood Assoc. LaP

El Centro De Accion Social
Raul Anorde, Educational Coordinator
37 E. Del Mar Blvd., Pasadena 91101
792-3148
Social Services

El Sereno Navarro Neighborhood Assoc.
Ulysses Cole, Director
1848 Navarro St., Pasadena 91103
794-8269
Neighborhood Assoc. LaP

Epworth Christian Pre-School
Donna McElroy, Director
First Methodist Church
500 E. Colorado Blvd., Pasadena 91101
796-0157
Children´s Services

Field Elementary School
Patricia Morse, Principal
3600 E. Sierra Madre Blvd., Pasadena 91107
351-8812
School HB

First AME Church - F. D. Dancy Youth Academy
Bernice Hudson, Executive Director
1840 No. Raymond Ave., Pasadena 91103
794-0076
School

First Baptist Church
Dr. Harold Lane, Pastor
75 No. Marengo Ave., Pasadena 91101
793-7164
Religious

First Church of the Nazarene
Paul Hedrick, Assistant Pastor
3700 E. Sierra Madre Blvd., Pasadena 91107
351-9631
Church HB

First Congregational Church
Rev. Roger Robbenolt, Pastor
464 E. Walnut St., Pasadena 91101
795-0696
Religious

Foothill Area Community Services
Gloria Delgado
500 So. Pasadena Ave., Pasadena 91105
796-4300
Social Services

Foothill Community Clinic (Formerly Foothill Free Clinic)
Luanne Brundige, Former Director
26-30 No. Raymond Ave., Pasadena 91101
795-8088
Social Services

Foothill Cycle Club
Bob Reiter, Founder
P. O. Box 684, Pasadena 91102
682-1500
Recreation

Foothill Family Services
Steve Clark, Director of Professional Services
118 So. Oak Knoll Ave., Pasadena 91101
795-6907
Social Services

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Foothill Family YMCA
Larry Nixon, Executive Director
2750 New York Dr., Pasadena 91107
798-0863
Recreation HP

Friends of the Arroyo Seco
George McQuilkin
1295 Yocum, Pasadena 91103
793-7733
Recreational

Friends Committee on Legislation
Paul McCraken
984 No. Fair Oaks, Pasadena 91103
798-7213
Political

Friends of the Linda Vista Library
Linda Gill
1281 Bryant St., Pasadena 91103
793-1808
LV

Full Gospel Church of the Sons of God
Rev. Talmin Fields, Pastor
1420 No. Fair Oaks Ave., Pasadena 91103
794-6871
Religious LaP

Fuller Theological Seminary
McAlister Library
Mrs. Christine Jewith, Director
135 No. Oakland Ave., Pasadena 91101
449-1745
Information Resources

Fuller Theological Seminary
Dr. Glen Barker, Provost
135 No. Oakland Ave., Pasadena 91101
449-1745
Educational

Fun Club Day Nursery
Mrs. Gore, Director
784 No. Raymond Ave., Pasadena
795-1029
Education - LaP

Gamble House
Randell L. Makinosn, Director
4 Westmoreland Place, Pasadena 91103
793-3334
Information Resource

Gerrish Swim and Tennis Club
Mrs. Martin
2713 New York Dr., Pasadena 91107
794-1510
Recreation HB

Girl Scouts of Sierra Madres Council
Ruth Hargas, Field Executive
Peter Apanel, Public Relations Director
409 S. California, San Gabriel 91776
441-1181
Recreation

Girls Club of Pasadena
Carlene Cooper
3160 E. Del Mar, Pasadena 91107
796-6115
Recreation

Girls Clubs of Pasadena - North Branch
Penny Daniels, Unit Director
1505 No. Lake Ave., Pasadena 91104
791-1332
SC

Golden Age Convalescent Hospital
Mrs. Grant, Director of Nursing
1450 No. Fair Oaks, Pasadena 91103
791-1948
Convalescent Home - LaP

Good News Church of Christ Holiness
Rev. Carlos Caldwell, Pastor
239 E. Washington Blvd., Pasadena 91104
798-5218
Religious

Grace Day Kindergarten and Nursery
Ms. Barbara Berg
74 No. Holliston Ave., Pasadena 91106
793-8986
School HA

Grace Lutheran Church
Rev. Amos Johnson, Pastor
73 No. Hill Ave., Pasadena 91106
792-4169
Church HA

Grace United Methodist Church
119 E. Washington Blvd., Pasadena
797-8274
Don Guerrant, Pastor
Church - LaP

Grandview Foundation
Jo Conway
1230 No. Marengo Ave., Pasadena 91103
797-1124
Rehab. Center LaP

Great Books
Luther Johnson
400 Fairview Terr., Sierra Madre 91024
355-9561
Recreational

Greenwood Avenue Group
Mrs. Margaret Lauderdale
195 So. Greenwood Ave., Pasadena 91107
793-09451
Neighborhood Assoc. HA

Grover Cleveland Elementary School
Mrs. Dunbar, Principal
524 Palisade, Pasadena
794-7169
Educational - LaP

Hardy Pre-School and Kindergarten Center
Mrs. Mollie Durham, Teacher
216 So. Chester Ave., Pasadena 91106
796-1108
School HA

Jane Hardy-Ripley Consultants
J. H. Ripley, President
150 W. Colorado Blvd., Pasadena 91101
577-1738
Communications

Hamilton Primary School
Mr. Ken Beiry, Principal
2089 Rose Villa St., Pasadena 91107
793-0678
Educational - Lamanda

Hastings Ranch Merchants Association
Mr. Paul Gray, Manager, Woolworth's
3751 E. Foothill Blvd., Pasadena 91107
351-9755
Businesses

Hastings Ranch Nursery School
Mrs. Gimlett
3740 E. Sierra Madre Blvd., Pasadena 91107
351-9171
School HB

Hastings Street Foundation
Karen Kolor, Assistant Director
60 No. Daisy, Pasadena 91107
449-9901
Rehab. Center LP

Headstart
Jean Walls, Education Coordinator
193 E. Orange Grove Blvd., Pasadena 91103
792-5131
Children's Services

HEAR Center
Betty Petersen, Director
301 E. Del Mar Blvd., Pasadena 91106
681-4641
Social Services

High Point Academy
Mrs. DePetra, Principal
1720 Kinneloa Canyon Rd., Pasadena 91107
798-8989
School HB

Hillsides Episcopal Home for Children
Hilary Lloyd, Director of Public Relations
940 Avenue 64, Pasadena 91105
254-2274
School SR

Holliston United Methodist Church
Mrs. Dorothy Hogan, Secretary
1305 E. Colorado Blvd., Pasadena 91101
793-0685
Church HA

Hudson Avenue Assoc.
P. A. Majors
1267 No. Hudson Ave., Apt. 109, Pasadena 91104
798-9379
Neighborhood Assoc. SC

Huntington Memorial Hospital Health Sciences & Information Center
Mr. Samir Zeind, Manager
100 Congress St., Pasadena 91105
440-5161
Information Resources

Impact House
Jim Stillwell, Director
1680 No. Fair Oaks Ave., Pasadena 91103
681-2575
Rehab. Center LaP

Imperial School
Kay Johnson, Librarian
254 So. Pasadena Ave., Pasadena 91105
577-5700
School SR

Interneighborhood Association of Pasadena
Jim Gruettner, President
1991 San Pasqual, Pasadena 91107
792-4664
Social Clubs & Service Organizations

Intervarsity Christian Fellowship
Bill Tiffan
127 No. Madison Ave. #206, Pasadena 91101
795-6540
Religious

Jacobs Engineering Group
Mr. Willis J. Service, Senior Vice-President Planning
Management Services and Technology
251 So. Lake Ave., Pasadena 91101
Businesses

Jacobs Engineering Library
Jill Connor, Librarian
251 So. Lake Ave., Pasadena 91101
Businesses

Jet Propulsion Laboratory Library
Adel Wilder
4800 Oak Grove Dr., Pasadena 91103
354-3007
Information Resources

Junior Chamber of Commerce
Clyde Hubbell
181 So. Los Robles Ave., Pasadena 91101

John Marshall Fundamental Junior High and High School
Mr. Banis, Vice Principal
990 No. Allen Ave., Pasadena 91104
798-0713
School HB

Kings Manor Tenant Assoc.
Ralph Poole, Director
11 - C. W. Hammond, Pasadena 91103
798-8945
Neighborhood Assoc. LaP

Kiwanis Club of Pasadena
Mr. John Marshall, Secretary
P. O. Box 2484, Pasadena 91105
794-8464
Social Clubs & Service Organizations

Knox United Presbyterian Church
Rev. Anderson, Pastor
225 So. Hill Ave., Pasadena 91106
449-2144
Church HA

KPCC
Dr. John Gregory, General Manager
1570 E. Colorado Blvd., Pasadena 91106 Room C106
Communications

KPPC Incorporated
Darby Cunningham, Vice Pres., & General Manager
3844 E. Foothill Blvd., Pasadena 91107
681-2486
Communications

KRLA
Ed Flynn, Public Affairs Director
1401 So. Oak Knoll, Pasadena 91106
793-3330
Communications

KROQ-FM
Rick Carroll, Program Director
117 So. Los Robles Ave., Pasadena 91101
578-0830
Communications

KWKW 1300 (Spanish speaking)
Rosario Rojas, Public Affairs Director
800 Sierra Madre Villa, Pasadena 91107
681-5166
Communications

Lake-Colorado Business District Association
Mr. Frank Hall, President
251 S. Lake #107, Pasadena 91101
Businesses

Lake-Washington Greater Business Assoc.
Mr. G. D. Stanislawski, Treasurer
1281 No. Lake Ave., Pasadena 91104
681-6633
Neighborhood Assoc. SC

Las Companeras Women's Club
Robbie L. Pruitt
3810 Cartwright, Pasadena 91107
351-8561
Social Club HB

Las Encinas Hospital
Cheryl Alcorn
2900 E. Del Mar Blvd., Pasadena 91107
795-9901
Private Hospital Lamanda Park

Latin American United Methodist Church
Rev. Abel Munoz
2428 E. Colorado Blvd., Pasadena
793-3959
Lamanda Park

Living Waters Temple
Ione Glaeser
2200 E. Colorado Blvd., Pasadena 91107
797-2907
Religious - Lamanda

Living Way Christian Academy
Ione Glaeser
2200 E. Colorado Blvd., Pasadena 91107
795-2907
Educational - Lamanda

Living Word Bible College
Ione Glaeser
2200 E. Colorado Blvd., Pasadena 91107
795-2907
Educational - Lamanda

L. A. County Eaton Canyon Nature Center
Esther Bell
1750 No. Altadena Dr., Pasadena 91107
794-1866
Recreation HB

L. A. County Public Social Services - Regional Office
Sharon Marsh, Administrative Deputy
1615 E. Howard St., Pasadena 91104
356-5103
Social Services

Los Angeles Urban League - Pasadena - Foothil Branch
Stephan Morris, Vice President
330 E. Orange Grove, Pasadena 91104
449-6753
Political

League of Women Voters of the Pasadena Area
Shirley Mauller, President
1393 E. Washington Blvd., Pasadena
798-0965
Political

Legal Aid Office
John Rittmayer, Directing Attorney
35 No. Arroyo Pkwy., Pasadena 91101
795-3233
Social Services

Lincoln Ave. Baptist Church
Rev. A. D.Thomas, Pastor
1180 Lincoln Ave., Pasadena 91103
798-9163
Church LaP

Linda Vista-Annandale Assoc.
Mrs. Ann Beall
1605 Pegfair Estates Dr., Pasadena 91103
792-8727
Neighborhood Assoc. LV

Linda Vista School
Mrs. Alice Butler, Principal
1259 Linda Vista Ave., Pasadena 91103
793-2197
School LV

Linda Vista School PTA
Henrietta Finnegan, President
1259 Linda Vista Ave., Pasadena 91103
793-1297
LV

Linda Vistans
Mrs. Donna Hugaard, President
1310 Fairlawn, Pasadena 91105
792-6758
Neighborhood Assoc.
LV

Lower Hastings Neighborhood Assoc.
Richard Major, President

351-8246
Neighborhood Assoc. HB

Lower Hastings Ranch Home Owners Assoc.
Bob Petersen, President
3845 Greenhill, Pasadena 91107
681-6411
Neighborhood Assoc. HB

Madison Elementary School
Louise Schuck, Principal
515 Ashtabula St., Pasadena 91104
793-1181
Education

Madison Heights Assoc.
Mrs. Pat Burns
990 So. El Molino Ave., Pasadena 91106
792-6732
Neighborhood Assoc. AL

Madison-Oakland Neighborhood Association
Bonnie Smith
591 No. Oakland Ave., Pasadena 91106
792-8313
Social Clubs & Service Organization

Mandarin Baptist Church of Pasadena
Rev. Teddy C. C. Chang, Pastor
1590 E. Del Mar Blvd., Pasadena 91106
795-8536
Church HA

Marengo Community Church
Carlos Quintero, Pastor
400 No. Marengo Ave., Pasadena 91103
795-6143
Religious

Marianne Frostig Center of Educational Therapy
Barbara Gaynor, Principal
2495 E. Mountain, Pasadena 91104
791-1255
Children's Services

Maryland School
Mrs. Wilbur Sackett, Director
1305 E. Colorado Blvd., Pasadena 91106
793-9963
School HA

Mayfield Senior School of the Holy Child Jesus
Margaret Williams, Librarian
500 Bellefontaine St., Psadena 91105
799-9121
Educational

Mentor-Catalina Neighborhood Action Group
Evelyn Williams, Secretary

797-2916
Neighborhood Assoc. SC

277

Merril Lynch
Jack Queen, Manager
201 So. Lake Ave., Pasadena 91101
356-2000
Businesses

Miracle City Apostolic Church
Marie Feurtado
379 E. Orange Grove, Pasadena 91104
792-1986
Religious LaP

Monte Vista Grove
Edith McAuley
2889 San Pasqual, Pasadena 91107
792-8767
Retirement Home LP

Montesorri Children's Center
Sheila Kraus, Program Director
595 Lincoln Ave., Pasadena 91103
449-3940
Education

Mother's Club
Debra Prewitt, Coordinator
526 E. Orange Grove, Pasadena 91104
792-2687
Children's Services

Music-Arts Club
Lilias Jones, President
286 No. Raymond, Pasadena 91103
793-7776
Art and Culture

Mutual Savings and Loan
Mr. L. R. Vincenti, Chairman of the Board, President, Manager
Mr. H. R. Dettman, Exec. Vice President
315 E. Colorado Blvd., Pasadena 91109
Businesses

National Association for the Advancement of Colored People
Mrs. Ruby Williams, President
595 Lincoln, Pasadena 91103
793-1293
Political

National Council of Jewish Women
Elaine Kronch, President
629 Santa Anita
San Marino 91108
792-8162
Social Clubs & Service Organizations

National Council of Negro Women
Eleanor Blacksher, President
2194 El Sereno, Altadena 91001
797-9793 or 260-3587
Services Organization

Neighborhood Church
Ms. Diane Wilde, Minister of Education
301 No. Orange Grove Blvd., Pasadena 91103
449-3470
Religious

Neighborhood Watch
Ed Curtis
142 No. Arroyo Pkwy., Pasadena 91101
577-4550
Social Service

North Central Pasadena Assoc.
Oz Anderson, President
835 No. Michigan, Pasadena 91104
798-2847
Neighborhood Assoc. SC

North Los Robles Concerned Residents
Les Barnum, President
336 Highland, Pasadena 91104
681-5188
Neighborhood Assoc. LaP

Nutrition Program
Valerie Williams, Assistant Administrator
83 E. Orange Grove Blvd., Pasadena 91103
796-7164 LaP

O. K. Earl
Mr. Krappman, Sr. Vice President, Corp. Counsel
199 So. Hudson Ave., Pasadena 91106
796-6101
Businesses

Office of County Supervisor Antonivich
Mrs. Olly Blanning
300 E. Walnut St., Pasadena 91101
356-5407
Political

Omawale Ujamaa (Northwest Community School)
Naeema P. Olugbala, Director
1541 No. Raymond Ave., Pasadena 91103
798-5406
School LaP

Orange Grove Village #2 Association
Mr. Martin Goldsmith, Board President
436 Rosemont, Pasadena 91103
796-4039
Neighborhood Assn.

Orange Heights Neighborhood Assoc.
Don Wheeldin, Vice President
547 Herbert
797-8684
Neighborhood LaP

Our School
Dianne J. Moore, Director
1800 E. Mountain, Pasadena 91104
797-1129
School SC

Outward Bound Adventures
Helen Mary Williams, Director 91101
610 No. Lake, Pasadena
681-4068
Recreation

280

Pacific Oaks Children's School & Day Care Center
Sharon Styne, Director of Children's Services
714 W. California Blvd., Pasadena 91105
795-9161
School SR

Pacific Oaks College
Esther Burley, Director of Admissions
5 Westmoreland, Pasadena 91103
795-9161
Education

Pacific Telephone
Mr. Plesa, District Manager
5400 Van Nuys Blvd., Room 204 Van Nuys 91401
907-8815
Business

Ralph M. Parson, Inc.
Dorn Dicker, Vice President and Director of Corporate Relations
100 W. Walnut St., Pasadena 91101
440-2000
Business

Parsons Corp. Library
Alice Hamilton, Head Librarian
100 W. Walnut St., Pasadena 4th Floor 91103
440-3999
Business

Pasadena Alcoholism Center
Pamela Kelley, Program Coordinator
1020 No. Fair Oaks Ave., Pasadena 91103
577-4689
Social Services

Pasadena Armenian Center
Mr. Vazken Madenlian, Chairman of the Board
2455 E. Washington Blvd., Pasadena 91104
791-0130 SC

Pasadena Art Workshop
Susan Brown, Director
390 So. El Molino Ave., Pasadena 91106
792-5101
Children's Services

Pasadena Artist Associates
Barbara Leadabrand, President
2450 Cooley Dr., Pasadena 91107
794-7235
Art and Culture

Pasadena Athletic Club
Mark Richards
25 W. Walnut, Pasadena 91103
793-8161
Recreation

Pasadena Area Independent School Association
Mr. Jefferson Stephens
c/o Chandler School
1005 Armada Dr., Pasadena 91103
Educational

Pasadena Art Alliance
Patty Burschinger, President
880 Oxford., San Marino 91108
793-4748
Art and Cultural

Pasadena Arts Council
Mignon Gallup, President
116 The Plaza Pasadena, Pasadena 91101
795-0825
Art and Culture

Pasadena Ballet Association
Evelyn Le Mone
1702 Lincoln Ave., Pasadena 91103
798-1625
Art and Culture

Pasadena Beautiful Foundation
Ellyn Hoff, President
P. O. Box 1005, Pasadena 91102
795-9704
Social Clubs & Service Organizations

Pasadena Board of Education
Marjorie Wyatt, Member
351 So. Hudson Ave., Pasadena 91109
795-6981
Education

Pasadena Board of Realtors
Mr. Andrew Demopulos, President
  Century 21
  192 So. Rosemead Blvd., Pasadena 91107
656 No. Los Robles Ave., Pasadena 91106
795-7076
Businesses

Pasadena Bond Club
Mr. Johnston, President
80 So. Lake Ave., Suite 208, Pasadena 91101
792-1244
Business -

Pasadena Business & Professional Women's Club
Mrs. Violet Cook, President
1707 Oakwood St., Pasadena 91104
355-6100 or 795-9797
Social Clubs & Service Organizations

Pasadena Central Improvement Association
Mr. Dennis Stauffer, Vice President
300 W.Green St., Pasadena 91105
Ambassador College
577-5248
Businesses

Pasadena Christian School
Mr. Terry Hamilton, Asssistant Superintendent
1515 No. Los Robles Ave., Pasadena
791-1214
Educational - LaP

Citizens for Fair Rent Practices
Stephen Martin, Chairperson
P.O. Box 3586, Pasadena 91103
577-0643 or 793-9022
Political

Pasadena City College Handicapped Services - Learning Disabilities
Emy Lu Weller
1570 E. Colorado Blvd., Pasadena 91106
578-9488
Social Services

Pasadena City College Library
William K. Grainger, Director
1570 E. Colorado Blvd., Pasadena 91106
578-7221
Information Resource

Pasadena Collee of Chiropractic
Cathleen Taylor
1505 No. Marengo Ave., Pasadena 91103
798-1141
Educational

PCC Courier
Julien Crow, Editor
1570 E. Colorado Blvd., Pasadena 91106
578-7130
Communications

Pasadena Council on Alcoholism
Jean Vandervoort, Executive Director
596 E. Green St., Pasadena 91101
795-9127
Social Services

Pasadena Covenant Church
David Mark, Community Outreach Director
539 No. Lake Ave., Pasadena 91101
795-9381
Religious

283

Pasadena Dance Center
Elly van Dyke, Director
25 So. Sierra Madre Blvd., Pasadena 91107
792-0873
Art and Culture

Pasadena Development Corporation
Mr. Jeff Comons
181 So. Los Robles Ave., PSadena 91101
449-7499
Business

Pasadena Education Association
Mrs. Laura Malis, President
1491 E. Colorado Blvd., Pasadena 91106
796-0254
Educational Facilities

Pasadena Federal Savings & Loan
Mr. George Mannschreck, Senior Vice President
199 No. Lake Ave., Pasadena 91101
577-0500
Businesses

Pasadena First Christian Church
Rev. William Backstrom, Pastor
789 No. Altadena Dr., Pasadena 91107
798-0591
Church

Pasadena-Foothill Valley YWCA
Lynn Johnson, Special Programs Director
78 No. Marengo, Pasadena 91101
793-5171
Recreation

Pasadena Gazette
Hillard Hamm, Publisher
812 No. Fair Oaks Ave., Pasadena 91103
792-7182
Communications

Pasadena Genealogical Mormon Library
Mrs. Althea Sexton, President
770 No. Sierra Madre Villa, Pasadena 91107
351-8517
Information Resources

Pasadena Heritage
Claire Bogaard, Chairman
54 W. Colorado Blvd., Pasadena 91101
793-4378
Art and Culture

Pasadena High School
Mr. Fletcher, Principal
2925 E. Sierra Madre Blvd., Pasadena 91107
798-8901
School HB

Pasadena Historical Society and Museum
Sue F. Schechter, Administrator
470 W. Walnut St., Pasadena 91103
577-1660
Information Resource

Pasadena Horticulture Society
Mrs. Bartje Miller
3831 San Augustine Dr., Glendale 91206
790-7220
Social Clubs & Service Organizations

Pasadena Interracial Women's Club
Mrs. Edith Chase, President
2436 Ganesha, Altadena 91001
797-4214
Social Clubs & Service Organizations

Pasadena Japanese Cultural Institute, Inc.
Mr. George Kiuchi, General Manager
595 Lincoln Ave. 91103
449-5487
Recreational

Pasadena Lapidary Society
Jesse Chittendon, Club Historian
P. O. Box 5025, Pasadena 91107
794-8806 or 798-4465
Recreation

Pasadena Lions Club
David L. Smith, President
P. O. Box 364, Pasadena
681-7620
Social Clubs & Service Organizations

Pasadena Mental Health
Lois Broadnax, Community Outreach Coordinator
1495 No. Lake Ave., Pasadena 91104
798-0907
Social Services

Pasadena Musical Theatre
Terri Hendler, Public Relations Director
123 No. Lake Ave., Pasadena 91101
790-1564
Art and Culture

Pasadena Optimist Club
Mr. Wilbur Griest, Secretary-Treasurer
2155 Canyon Close Rd., Pasadena 91107
797-5685
Social Clubs & Service Organizations

Pasadena Planned Parenthood
Elizabeth Calleton, Executive Director
1045 No. Lake Ave., Pasadena 91104
798-9127
Social Services

Pasadena Playhouse
Ms. Peggy Houk, Sales Manager
427 W. 5th St., Suite 630, Los Angeles 90013
629-1294
Cultural & Artistic

Pasadena Police Dept., Community Relations Services
142 No. Arroyo Pkwy., Pasadena Room 300 91101
577-4550
Social Services

Pasadena Police Department - Youth Services
Frank Jameson, Youth Services Coordinator
142 No. Arroyo Pkwy., Pasadena Room 300 91101
577-4550
Social Services

Pasadena Political Action Committee
c/o Ingham, Coates and Payne
301 E. Colorado, Pasadena 91101
Mr. Tige Payne, President
797-7575
Political

Pasadena Pre-School
Mrs. Debra Fernald, Director
615 So. Catalina Ave., Pasadena 91106
792-4821
School HA

Pasadena Recreation Division of the
Leisure and Community Services Dept.
Jess Larez, Director
Robert C. Baderian, Administrator of Rec. Services
2575 Paloma St., Pasadena 91107
797-1114

Pasadena Senior Center
Christine Harris
85 E. Holly, Pasadena 91101
795-4331
Social Clubs & Service Organizations

Pasadena Republican Club
Republican Party Headquarters
Mrs. Dottie Bridal, Assembly District Precinct Chairman
104 So Los Robles Ave., Pasadena 91101
793-2018
Political

Pasadena Society of Artists
Helen Huff, President
2937 Gould, La Canada 91011
790-3442
Art and Culture

Pasadena Stamp Club
Morton Feingold, President
Victory Park, 2575 Paloma, Pasadena 91107
Recreation

Pasadena Star News
Charles Cherniss, Editor
525 E. Colorado Blvd., Pasadena 91109
578-6300
Communications

Pasadena Tournament of Roses
Jack Frendh, Manager
391 So. Orange Grove Blvd., Pasadena 91105
449-4100 or 681-3724
Social Clubs & Service Organizations

Pasadena Unified School District
Edna Molino-Tobias
Program Director Bi-lingual Education
351 So. Hudson Ave., Pasadena 91109
795-6981
Education

Pasadena Unified School District
Career Education, Vocational Education
Dr. V. Edward Ellis, Director
351 So. Hudson Ave., Pasadena
795-6981
Educational

Pasadena Unified School District
Childen's Centers and Pre-schools
Lucille Wilson and LeDawn Law
351 So. Hudson Ave., Pasadena Room 214 91109
Educational Facilities

Pasadena Unified School District
Ramon Cortines, Superintendent
351 So. Hudson Ave., Pasadena 91109
795-6981
Educational Facilities

Pasadena Unified School District
Special Education Division
Mrs. Connie Freeman, Director
351 So. Hudson Ave., Pasadena 91109
795-6981
Educational Facilities

Pasadena Unified School District - Curriculum
Linda Davis, Asst. Superintendent for Educational Programs and Services
351 So. Hudson, Room 210, Pasadena 91109
795-6981 x346
Education

Pasadena Urban Coalition
Mr. Richard Sepic, Associate Director
75 W. Green St., Pasadena 91101
Businesses

Pasadena YMCA
Peyton Woll, General Director
235 E. Holly St., Pasadena 91101
793-3131
Recreation

Pasadenans for Reponsible Planning
Chris Sutton, President
586 La Loma Rd., Pasadena 91105
799-7471 or 793-5429

Penn Phillips Real Estate School
Don Kalal
123 No. Lake Ave., Pasadena 91101
368-1491
Educational Facilities

Plaza Pasadena
Bob Sorenson, Regional Manager, Hahn Property Management Corp.
202 The Plaza Psaadena, Pasadena 91101
795-8891
Business

PERK School
Barbara L. Powers, President of Learning Resource Enterprise
Box 999, San Gabriel, CA 91778
285-9113
School SC

Polytechnic School
Patricia Hager, Director of Upper School
1030 E. California Blvd., Pasadena 91106
792-2147
Educational Facilities

Professional Secretaries International
Lois West
Ben Holt Co.
201 So. Lake
Pasadena 91101
684-2541
Social Clubs & Service Organizations

Project Lift - Advocates for the Quiet Minority
Mike Danneker, Director
181 So. Los Robles Ave., Pasadena 91101
449-4705
Social Services

P.T.A. Council
Helen Rounds, President
P.U.S.D., 351 So. Hudson Ave., Pasadena 91109
795-6981 x251
Educational Facilities

Pumpkin Patch Nursery School
Mrs. Davis
285 E. Orange Grove., Pasadena 91104
796-3480
Children's Services

Pumpkin Patch Nursery School
Kathryn Davis, Director
285 E. Orange Grove Blvd., Pasadena 91104
796-3480
School - LaP

PURSE (Pasadenans United to Rescue Salvadorean Emigres)
Anne Cohen
c/o CALC , P. O. Box 3820, Pasadena 91103
794-6578
Political

Reformation Academy, First Lutheman Church
Mrs. Neuhoff, Teacher
838 No. Los Robles Ave., Pasadena 91106
796-7942
Children's Services

Rep. Carlos Moorhead's Office
Ms. Lucy Sauer
301 E. Colorado Blvd., Room 618, Pasadena 91101
792-6168
Political

Retired Seniors Volunteer Program - RSVP
Grace Townsend, Assistant Director
3301 Thorndale Rd., Pasadena 91107
792-3281
Social Clubs & Service Organizations

(RCDC) Revelation Community Development Center
David Jacobs, Director
855 No. Orange Grove Blvd., Pasadena 91103
681-8362
School LaP

Reynolds Christian Academy
Mr. Nick Reynolds, Principal
1612 E. Elizabeth St., Pasadena 91104
798-2697
School SC

Robinson Home
Gina Monceau, Administrator
275 Robincroft Dr., Pasadena 91103
794-7144 or 7145
Convalescent Home LaP

Rose Bowl
Bill Wilson
Rose Bowl Administrator
1001 Rosebowl Dr. Pasadena 91103
793-7193
Recreation

Rosemary Cottage
Hans Cohn, Executive Director
3244 E. Green St., Pasadena 91107
795-7218
Social Services

Sahag Mesrob Armenian Christian School
Ben Aroyan, Principal
1480 E. Washington Blvd., Pasadena 91104
798-5020
School SC

St. Andrew's Catholic Church
Father Moretta, Assistant Pastor
311 No. Raymond Ave., Pasadena 91101
793-4183
Religious

St. Andrews Elementary School
Sister Claudine, Principal
42 Chestnut St., Pasadena 91103
796-7697
Educational Facilities

St. Barnabas Episcopal Church
Father Ivor Ottlev
1062 No. Fair Oaks Ave., Pasadena 91103
798-2996
Religious

St. Mary's Church of God in Christ
Barbara Watkins, Housing & Employment Counselor
1506 No. Lake Ave., Pasadena 91104
684-8698
Church SC

St. Philip's Church
Monsignor North
151 So. Hill Ave., Pasadena 91106
793-0693
Church HA

St. Philip's School
Mr. Brooks, Principal
151 So. Hill Ave., Pasadena 91106
795-9691
School HA

Salvation Army Corps
Adlenie De Castro, Secretary
960 E. Walnut St., Pasadena 91106
795-8639
Social Services

Sawyer College of Business
Bill Lockwood, Director
1165 E. Colorado Blvd., Pasadena 91101
449-3990
Educational Facilities

School Library Cooperative Program
Mrs. Callie Becker
(714) 645-3242
Educational

Senator Newton Russell's Office
21st State Senatorial District
Wellington Love
401 No. Brand Ave., Glendale
247-7021
Political

Sequoyah School
Patti Pinto
535 So. Pasadena Avenue, Pasadena 91105
795-4351
School SR

Shearson, Loeb, Rhoades, Inc.
John McGee
1000 E. Green St., Pasadena 91101
440-1221
Business

Sierra Madre Villa West Assoc.
Tina Martin, President
3320 Primavera, Pasadena 91107
793-5862
Neighborhood Assoc. HB

Sister Cities Committee
Dave Mitchell, President
272 So. Los Robles Ave., Pasadena 91106
684-2345
Social Clubs & Service Organizations

Social Security Administration
Linda Cargo
104 No. Mentor Ave., Pasadena 91106
795-9753
Social Services

Sophia Lyn Convalescent Hospital
Mr. Taylor, Administrator - Owner
1570 No. Fair Oaks, Pasadena 91103
798-0558
Convalescent Hospital LaP

South Euclid - Pleasant St. Neighborhood Assoc.
Mrs. Randall Howard, President
503 So. Euclid Ave., Pasadena 91106
795-4464
Neighborhood Assoc. AL

South Lake Business Association
Gary Bottener, President
885 E. California Blvd., Pasadena 91106
792-1257
Business

South Oak Knoll Assoc.
Mr. William J. Kepp, President
1475 So. El Molino Ave., Pasadena 91106
441-1011
Neighborhood Assoc.

Southern California Gas Co.
Mr. Phillips, District Manager of Pasadena
281 Ramona St., Pasadena 91109
Businesses

Stuart Pharmaceuticals
Division of ICI Americas, Inc.
Mr. Daniel E. Wilbur, Director of Personnel 91109
3360 E. Foothill Blvd., Pasadena
Businesses

Sunset Oaks Neighborhood Assoc.
Tom May, Chairman of the Board
947 Spruce, Pasadena 91103
791-1669 or 354-2121
Neighborhood Assoc. LaP

Tetra-Tech, Inc.
Lois Jenkins, Corporate Secretary, Director of Personnel & Communication
630 No. Rosemead Blvd., Pasadena 91107
449-6400
Businesses

The Oaks of Pasadena
Cheryl Alcorn
2954 E. Del Mar Blvd., Pasadena 91107
795-9901
Apartment Complex Lamanda Park

Therapeutic Living Center for the Blind
Wendy Williams, Program Director
1577 No. Fair Oaks Ave., Pasadena 91103
794-7107
Social Services

Tiny Tots
Cynthia T. Lyles, Director/Teacher
1805 No. Lincoln, Pasadena 91103
681-2067
School LaP

Town and Country School
Dr. Lewell Sorenson, Principal
200 So. Sierra Madre Blvd., Pasadena 91107
795-0657
School LP

Trinity Lutheran Church
Rev. Lindstrom
997 E. Walnut St., Pasadena 91106
792-1212
Church HA

Tuesday Musicale
Roberta Wilcox, President
734 No. Wilson Ave., Pasadena 91104
797-6418
Art and Culture

United Neighborhood Improvement Team
Mamie Washington, Director
1048 No. Marengo, Pasadena 91103
798-9220
Neighborhood Assoc. LaP

Upper Hastings Ranch Assoc.
John Winkler, President
3697 Pear Orchard Lane, Pasadena 91107
351-0235
Neighborhood Assoc. HB

Urban League - Neighborhood Program
Dave Hereford, Field Staff Coordinator
330 E. Orange Grove Blvd., Pasadena 91104
681-6008
Social Clubs & Service Organizations

U. S. Center for World Missions
Dave Dougherty, Administrative Director
1605 Elizabeth St., Pasadena 91104
794-7155
Religious

Victory Christian School
Mrs. Caldwell, Principal
825 E. Orange Grove Blvd., Pasadena 91104
797-5817
School SC

Victory Park Recreation Center
Pat Reynolds Christianson
Community Services Supervisor
2575 Paloma St., Pasadena 91107
798-0865
Recreation HB

Villa-Parke Center
Serafin Espinoza
363 E. Villa St., Pasadena 91106
577-4644
Recreation

Villa-Parke-Neighborhood Improvement
Betty Hamilton, Executive Secretary
363 E. Villa, Pasadena 91106
577-4644
Social Clubs & Service Organizations

Volunteers in Pasadena
Bob Baderian, Administrator of Leisure Services
2575 Paloma St., Pasadena 91107
797-1114
Social Clubs & Service Organizations

A. C. Vroman, Inc.
Mr. Joel Sheldon, III, President
695 E. Colorado Blvd., Pasadena 91101
449-5320
Businesses

Washington Fundamental School
Dr. Kellner, Principal
1520 No. Raymond Ave., Pasadena
798-67-8
Educational - LaP

Washington PreSchool
Sandra Swain
1650 No, Raymond Ave., Pasadena
794-0616
Educational - LaP

Walden School
Lynn Bellinger, Librarian
1041 No. Altadena Dr., Pasadena 91107
798-2851
School HB

WATCH
Linda Miller, Publicity Chairman
590 No. Oakland Ave., Pasadena 91106
795-1895
Education

Webster Primary School
Geri Phillhart, Principal
2101 E. Washington Blvd., Pasadena 91104
798-7866
School HB

Wee Kirk Nursery School, Pasadena Presbyterian Church
Eleanor Cordell, Director
Sheila Butram, Teacher
585 E. Colorado Blvd., Pasadena 91101
793-2191
Children's Services

West Pasadena Residents Assoc.
Jim Gamb, President
P. O. Box 2252, Pasadena 91105
799-3556 or 625-0586
Neighborhood Assoc. SR

Westminster Nursery School
Mrs. Lucy Robinson, Director
1757 No. Lake Ave., Pasadena 91104
797-6575
School SC

Women at Work - Job and Career Resource Center
Barbara Burke, Executive Director
78 No. Maengo Ave., (YWCA) Pasadena 91101
796-6870
Information Resources

Willard Primary School
Mrs. Regina Moses, Principal
301 So. Madre St., Pasadena 91107
793-6163
School Lamanda Park

Women in Action
2345 No. El Sol Ave., Altadena 91001
684-5124
Political

Women's City Club of Pasadena, Inc.
Mrs. Harold K. Goldback, President
160 No. Oakland, Pasadena 91101
796-0560
Social Clubs & Service Organizations

Writers Club of Pasadena
Lilian Keahey
5403 No. Bartlett
San Gabriel 91776
285-4994
Recreation

Xerox Electro-Optical Systems
Mr. Robert Cooper, Manager, Human Resource Development & Support Operations Departments
300 No. Halstead Ave., Pasadena 91107
351-2351
Businesses

Youth Agencies Consortium
Dorothy Potter

Social Services

YWCA RAPE Hotline
Laurie Stevens, Director
75 No. Marengo Ave., Pasadena 91101
793-5171
Social Services

Appendix B

LIBRARY STAFF PARTICIPANTS
in
COMMUNITY ANALYSIS PROJECT

ALEXANDER, Shirley
ALLEN, Bertha
AYALA, Barbara

BAIRD, Jeanne Taylor
BARKALOW, Patricia
BLAYLOCK, Mary
BURHMANN, June
BUTTERWORTH, Linda

CAIN, Anne
CAMARGO, Hubert
CAREY, Cynthia
CARROLL, Maria
CERVANTES, Martha
CERVERA, Ruth
CHOATE, Karen
CLEGG, Susan
CLENDINNING, Edna
COFFMAN, Marjorie
CONWAY, Cecilia
CRUMP, Daniel

DAVIS, Sandra
DEAN, Ryllis
DMOHOWSKI, Joseph
DOOLITTLE, Vicky

ERLA, Mary Jain
ESTES, Lee

FARBSTEIN, Ellen
FERNANDEZ, Louis
FUCHS, Joe

GARDNER, Carole
GAZANIAN, Steven
GUARINO, Charmian
GUINTO-MANUEL, Veneranda

HAM, Claudia
HANNE, Daniel
HARDY, Marion
HARRIS, Martha
HENDERSON, Juanita
HILL, Debbie
HOELTING, Kathy

JORDAN, Glordy

KENNEDY, Joan
KIRKPATRICK, Charity

LAMB, Evelyn

MACKALL, Susan
MARSHALL, Cynthia
MARTIN, Sally
McDANIEL, Ora
MELLO, Anne
MEYER, Margaret

O'DELL, Marian
O'HAGEN, Jean
OLSEN, Ted
OVERSTREET, Harold
OWEN, Helen (Pat)

PAQUETTE, Helen
PEDRO, Dolores
PHILLIPS, Thaddeus
PLETSCHER, Josephine
POTTER, Dorothy
PYLE, Melvodine

QUIRK, Ruth

ROELL, Frieda
RUTTAN, Ann

SHARMA, Millicent
SMITH, Susan
SOLOW, Sarah
SPRIESTERSBACH, Jennean
STAPP, Nancy
SZETO, Dorcas
SZYNAKA, Edward

TANAEL, Luviminda
THOMAS, Clare
TYSON, Sharon

WAGNER, Diane
WATSON, Thelma
WEBB, Debbie
WHITCOMB, Laurie
WHITE, Bunny
WOLFE, Cecelia
WOO, Janet
WOO, Lan
WRIGHT, Jeanne
ZORBAS, Elaine

Appendix C

DEMOGRAPHICS: CENTRAL and BRANCH SERVICE AREAS

HOUSEHOLD TYPE AND RELATIONSHIP (Persons under 18 years) - 1980 CENSUS **

	In household: Householder or spouse	In married-couple family*	Child-other family*	Other relatives	Nonrelatives	In group quarters: Inmate of institution	Other	TOTAL
Allendale	2 .1%	1284 76.2%	277 16.4%	80 4.8%	41 2.4%	0	0	1684
Hastings	2 .06%	2797 80.0%	474 13.6%	161 4.6%	53 1.5%	7 .2%	4 .1%	3498
Hill Avenue	16 .5%	1983 63.0%	813 25.8%	243 7.7%	75 2.4%	0	19 .6%	3149
Lamanda Park	9 .8%	869 73.5%	216 18.3%	61 5.2%	28 2.4%	0	0	1183
La Pintoresca	29 .3%	4012 45.9%	3434 39.3%	1054 12.1%	199 2.3%	1 .01%	6 .07%	8735
Linda Vista	0	702 81.8%	95 11.1%	42 4.9%	19 2.2%	0	0	858
San Rafael	1 .1%	841 81.3%	98 9.5%	27 2.6%	14 1.4%	50 4.8%	4 .4%	1035
Santa Catalina	10 .3%	2621 68.5%	800 20.9%	288 7.5%	100 2.6%	0	8 .2%	3827
Central	26 .8%	1857 57.7%	888 27.6%	306 9.5%	104 3.2%	6 .2%	32 1.0%	3219
CITYWIDE TOTAL	95 .3%	16966 62.4%	7095 26.1%	2262 8.3%	633 2.3%	64 .2%	73 .3%	27188

*Own child of householder: In married-couple family
In other family (male or female householder, no spouse present)

** Number of persons

Citywide totals are based on preliminary census figures and differ from the official totals.

RACE - 1980 CENSUS

	White	Black	Am.Ind*	Japanese	Chinese	Fil*	Korean	As.Ind*	Viet*	Haw*	Guam*	Sam*	Other	Total	Sp.Origin*
Allendale	8185	298	24	143	158	86	57	32	20	6	1	1	392	9403	997
	87.0%	3.2%	.3%	1.5%	1.7%	.9%	.6%	.3%	.2%	.06%	.01%	.01%	4.2%		10.6%
Hastings	13535	566	59	237	269	193	47	52	40	7	1	1	744	15751	1838
	85.9%	3.6%	.4%	1.5%	1.7%	1.2%	.3%	.3%	.3%	.04%	**	**	4.7%		11.7%
Hill Avenue	12884	1308	93	246	565	238	82	81	182	16	14	0	1587	17296	3446
	74.5%	7.6%	.5%	1.4%	3.3%	1.4%	.5%	.5%	1.1%	.1%	.1%		9.2%		19.9%
Lamanda Park	5716	254	34	100	138	111	29	40	42	4	1	1	429	6899	1276
	82.9%	3.7%	.5%	1.4%	2.0%	1.6%	.4%	.6%	.6%	.06%	.01%	.01%	6.2%		18.5%
La Pintoresca	5868	16011	134	443	73	232	15	36	44	17	1	0	2904	25778	5702
	22.8%	62.1%	.5%	1.7%	.3%	.9%	.06%	.1%	.2%	.07%	**		11.3%		22.1%
Linda Vista	3096	717	5	158	46	8	17	4	0	2	0	0	81	4134	176
	74.9%	17.3%	.1%	3.8%	1.1%	.2%	.4%	.1%		.05%			2.0%		4.3%
San Rafael	5325	98	10	143	115	23	25	15	1	1	0	0	126	5882	331
	90.5%	1.7%	.2%	2.4%	2.0%	.4%	.4%	.3%	.02%	.02%			2.1%		5.6%
Santa Catalina	9509	2313	97	152	100	329	19	31	80	5	3	0	1627	14265	3222
	66.7%	16.2%	.7%	1.1%	.7%	2.3%	.1%	.2%	.6%	.04%	.02%		11.4%		22.6%
Central	12161	2963	91	217	226	86	68	78	53	11	3	7	2663	18627	4747
	65.3%	15.9%	.5%	1.2%	1.2%	.5%	.4%	.4%	.3%	.06%	.02%	.04%	14.3%		25.5%
CITYWIDE TOTAL	76279	24528	547	1839	1690	1306	359	369	462	69	24	10	10553	118035	21735
	64.6%	20.8%	.5%	1.6%	1.4%	1.1%	.3%	.3%	.4%	.06%	.02%	.01%	8.9%		18.4%

* Am.Ind = American Indian/Eskimo/Aleut
Fil = Filipino
As.Ind = Asian Indian
Viet = Vietnamese
Haw = Hawaiian
Guam = Guamanian
Sam = Samoan
Sp. Origin = Spanish Origin

** % was less than .01%

Citywide totals are based on preliminary census figures and differ from the official totals.

HOUSEHOLDS WITH ONE OR MORE PERSONS UNDER 18 YEARS - 1980 CENSUS *

	Married-couple family	Other family:			
		Male householder, no wife present	Female householder, no husband present	Nonfamily household	Total
Allendale	707 76.0%	32 3.4%	181 19.5%	9 .1%	929
Hastings	1628 83.6%	68 3.5%	234 12.0%	16 .8%	1946
Hill Avenue	1120 66.6%	97 5.8%	427 25.4%	36 2.1%	1680
Lamanda Park	481 72.9%	33 5.0%	130 19.7%	15 2.3%	659
La Pintoresca	1947 49.7%	235 6.0%	1681 42.9%	55 1.4%	3918
Linda Vista	406 86.9%	8 1.7%	51 10.9%	2 .4%	467
San Rafael	495 88.1%	7 1.2%	56 10.0%	4 .7%	562
Santa Catalina	1351 71.0%	87 4.6%	437 23.0%	29 1.5%	1904
Central	917 58.0%	111 7.0%	498 31.5%	55 3.5%	1581
CITYWIDE TOTAL	9052 66.3%	678 5.0%	3695 27.1%	221 1.6%	13646

* Number of households

Citywide totals are based on preliminary census figures and differ from the official totals.

AGE - 1980 CENSUS

	0-4	5-13	14-19	20-24	25-34	35-44	45-64	65+	60+
Allendale	4.5%	8.6%	7.2%	8.5%	18.1%	11.7%	22.8%	18.6%	24.2%
Hastings	5.7%	10.3%	9.1%	6.0%	15.1%	12.4%	26.6%	14.8%	21.5%
Hill Avenue	6.1%	7.6%	8.2%	15.3%	22.4%	8.9%	16.6%	14.8%	18.8%
Lamanda Park	5.3%	8.2%	6.9%	11.0%	20.0%	9.6%	20.4%	18.5%	23.4%
La Pintcresca	10.0%	16.0%	11.7%	10.3%	16.7%	9.8%	14.6%	10.8%	14.2%
Linda Vista	4.2%	10.8%	8.6%	4.8%	12.9%	14.5%	30.1%	14.2%	21.0%
San Rafael	4.5%	8.8%	7.8%	8.0%	13.9%	13.9%	26.7%	16.3%	22.7%
Santa Catalina	7.8%	13.0%	9.2%	9.4%	19.6%	10.9%	15.8%	14.3%	17.7%
Central	5.9%	7.9%	6.3%	13.5%	23.4%	9.6%	16.0%	17.3%	21.2%
CITYWIDE TOTAL	6.7%	10.9%	8.8%	10.4%	18.7%	10.6%	18.9%	14.9%	19.3%

AGE - 1970 & 1980 CENSUSES, WITH % CHANGE FROM 1970 to 1980*

		0-4	5-13	14-19	20-24	25-34	35-44	45-64	65+
	1970	6.1%	11.8%	7.7%	7.7%	12.8%	10.2%	24.9%	18.8%
Allendale	1980	4.5%	8.6%	7.2%	8.3%	18.2%	11.7%	22.9%	18.6%
	% Change **	-29.3%	-29.4%	-8.8%	+5.1%	+38.2%	+11.8%	-10.5%	-3.3%
	1970	6.0%	16.8%	13.5%	4.2%	10.0%	13.1%	30.5%	5.9%
Hastings	1980	5.0%	10.7%	9.8%	5.3%	12.9%	14.5%	31.3%	10.5%
	% Change	-25.3%	-42.6%	-34.3%	+14.1%	+16.6%	+0.4%	-6.8%	+63.5%
	1970	6.8%	8.0%	9.2%	15.6%	17.0%	8.0%	18.1%	17.3%
Hill Avenue	1980	5.5%	6.5%	8.9%	18.1%	23.0%	7.7%	14.6%	15.7%
	% Change	-17.5%	-16.6%	-1.2%	+18.9%	+39.1%	-0.8%	-17.7%	-6.5%
	1970	4.6%	9.3%	8.0%	6.5%	10.0%	9.4%	30.1%	22.1%
Lamanda Park	1980	4.9%	8.3%	7.1%	7.8%	14.2%	9.3%	24.2%	24.2%
	% Change	+2.0%	-13.7%	-12.9%	+15.8%	+38.8%	-3.9%	-21.6%	+6.5%
	1970	9.4%	18.5%	10.8%	8.2%	11.9%	9.5%	20.2%	11.5%
La Pinteresca	1980	10.4%	17.0%	12.5%	10.1%	15.9%	9.6%	15.2%	9.3%
	% Change	+30.2%	+7.2%	+35.1%	+43.5%	+55.6%	+17.6%	-12.2%	-5.2%
	1970	6.0%	13.6%	10.3%	4.4%	9.8%	12.2%	32.7%	11.0%
Linda Vista	1980	4.3%	10.6%	8.1%	4.5%	13.0%	14.7%	30.4%	14.4%
	% Change	-27.0%	-21.6%	-20.5%	+3.5%	+33.6%	+20.4%	-6.8%	+30.8%
	1970	6.9%	14.8%	8.8%	3.5%	12.0%	13.0%	30.1%	10.9%
San Rafael	1980	5.0%	9.5%	6.5%	4.5%	14.6%	15.2%	28.8%	15.9%
	% Change	-34.7%	-41.9%	-33.0%	+16.7%	+9.8%	+5.3%	-13.5%	+32.6%
	1970	6.5%	15.3%	9.6%	8.2%	11.3%	10.3%	19.6%	19.2%
Santa Catalina	1980	7.2%	12.7%	9.5%	8.8%	19.2%	11.1%	16.1%	15.4%
	% Change	+17.5%	-12.8%	+3.3%	+13.3%	+79.2%	+13.2%	-13.5%	-15.4%
	1970	4.4%	4.6%	4.1%	11.1%	15.1%	7.3%	22.2%	31.2%
Central	1980	4.0%	4.9%	4.6%	14.1%	24.9%	8.7%	16.0%	22.8%
	% Change	+6.0%	+24.4%	+29.1%	+47.5%	+92.5%	+38.0%	-16.1%	-14.7%
	1970	6.9%	12.8%	9.1%	8.8%	12.6%	9.7%	22.9%	17.1%
CITYWIDE TOTAL	1980	6.7%	10.9%	8.8%	10.4%	18.7%	10.6%	18.9%	14.9%
	% Change	+1.8%	-11.5%	+1.0%	+24.1%	+55.5%	+14.1%	+13.6%	-8.8%

* These figures do not reflect the total population of each branch service area, but are based on sample census tracts.

** % change indicates change in number of people in each category from 1970 to 1980 rather than the change in the proportion of population indicated for each year.

Appendix D

LIBRARY BILL of RIGHTS

Library Bill of Rights

The American Library Association affirms that all libraries are forums for information and ideas, and that the following basic policies should guide their services.

1. Books and other library resources should be provided for the interest, information, and enlightenment of all people of the community the library serves. Materials should not be excluded because of the origin, background, or views of those contributing to their creation.

2. Libraries should provide materials and information presenting all points of view on current and historical issues. Materials should not be proscribed or removed because of partisan or doctrinal disapproval.

3. Libraries should challenge censorship of the fulfillment of their responsibility to provide information and enlightenment.

4. Libraries should cooperate with all persons and groups concerned with resisting abridgment of free expression and free access to ideas.

5. A person's right to use a library should not be denied or abridged because of origin, age, background, or views.

6. Libraries which make exhibit spaces and meeting rooms available to the public they serve should make such facilities available on an equitable basis, regardless of the beliefs or affiliations of individuals or groups requesting their use.

Adopted June 18, 1948.
Amended February 2, 1961, June 27, 1967, and January 23, 1980.
by the ALA Council.

Appendix E

COMPARATIVE LIBRARY STATISTICS

COMPARATIVE LIBRARY STATISTICS

1981-82

	Book Stock				Book Budget (1981-82)				
Service Area	Holdings (1981-82)	% Juvenile	Turnover Rate	Book Stock Per Registered Borrower	Total	Adult	Juvenile	% Juvenile	% of Total Book Budget
Allendale	19,680	56.9%	2.3	23.6	$ 10,718	6,718	4,000	37.3%	3.7%
Hastings	35,255	48.2%	2.4	15.4	15,577	10,577	5,000	32.1%	5.3%
Hill Avenue	29,325	40.6%	2.0	18.6	10,718	6,218	4,500	42.0%	3.7%
Lamanda Park	38,613	45.9%	1.8	18.1	15,577	9,577	6,000	38.5%	5.3%
La Pintoresca	33,020	37.8%	.8	35.8	10,718	6,718	4,000	37.3%	3.7%
Linda Vista	21,224	48.1%	2.0	26.8	10,718	6,718	4,000	37.3%	3.7%
San Rafael	23,652	52.0%	1.6	26.3	10,718	6,718	4,000	37.3%	3.7%
Santa Catalina	32,660	43.9%	1.6	20.4	10,718	6,218	4,500	42.0%	3.7%
Central	263,379	16.0%	1.9	11.4	196,317	176,317	20,000	10.2%	67.2%
TOTAL	496,808	30.0%	1.9	14.5	$291,779	235,779	56,000	19.2%	100.0%

COMPARATIVE LIBRARY STATISTICS

1981-82

	Circulation				Reference		
Service Area	Circulation (1981-1982)	% of Total Circ.	Circ Per Capita	Circ Per Registered Borrower	Questions Answered (1981-1982)	Questions Answered Per Capita	Questions Answered Per Registered Borrower
Allendale	45,102	4.8%	4.8	54.0	27,789	2.9	33.3
Hastings	85,813	9.2%	5.4	37.5	7,096	.4	3.1
Hill Avenue	59,539	6.4%	3.4	37.8	9,464	.5	6.0
Lamanda Park	67,691	7.2%	9.8	31.8	7,382	1.0	3.5
La Pintoresca	25,732	2.7%	1.0	27.9	5,434	.2	5.9
Linda Vista	42,858	4.6%	10.4	54.1	8,090	1.9	10.2
San Rafael	38,570	4.1%	6.5	42.8	9,651	1.6	10.7
Santa Catalina	53,356	5.7%	3.7	33.3	12,224	.8	7.6
Central	514,888	55.1%	4.4	22.3	200,555	1.7	8.7
TOTAL	933,549	100.0%	7.9	27.3	287,685	2.4	8.4

TRENDS OVER TIME - CIRCULATION
COMPARISON: BRANCHES AND CENTRAL

	1976-77		1977-78		1978-79		1979-80		1980-81		1981-82		% Change 1976/77-1981/82
	Circ	% Change	Circ	% Change	Circ	% Change	Circ	% Change	Circ	% Change	Circ	% Change	
Allendale	37,156	+15.6%	38,717	+ 4.2%	39,026	+ .8%	39,835	+ 2.1%	42,956	+ 7.8%	45,102	+ 5.0%	+21.4%
Hastings	113,271	-26.5%	114,508	+ 1.1%	88,786	-22.5%	84,851	- 4.4%	83,244	- 1.9%	85,813	+ 3.1%	-24.2%
Hill Avenue	72,761	-25.5%	70,970	- 2.5%	55,120	-22.3%	53,975	-2.1%	52,245	- 3.2%	59,539	+14.0%	-18.2%
La Pintoresca	22,077	+18.4%	17,410	-21.1%	21,055	+20.9%	41,756	+98.3%	26,117	-37.4%	25,732	- 1.5%	+16.5%
Lamanda Park	95,549	-31.3%	90,684	- 5.1%	77,376	-14.7%	70,451	- 8.9%	65,606	- 6.9%	67,691	+ 3.2%	-29.1%
Linda Vista	32,152	+30.0%	32,071	- .2%	28,441	+11.3%	30,398	+ 6.9%	41,805	+37.5%	42,858	+ 2.5%	+33.3%
San Rafael	42,196	+ 4.3%	42,763	+ 1.3%	39,418	- 7.8%	38,564	- 2.2%	39,913	+ 3.5%	38,570	- 3.4%	- 8.6%
Santa Catalina	47,752	- .6%	44,766	- 6.2%	50,431	+12.6%	63,065	+25.0%	47,459	-24.7%	53,356	+16.7%	+16.0%
Branch Total	462,914	---	451,889	- 2.4%	399,653	-11.5%	422,895	+ 5.8%	399,345	- 5.6%	418,661	+ 4.8%	- 9.5%
Central	527,413	- 2.3%	550,798	+ 8.6%	527,163	- 5.2%	501,429	- 4.8%	501,060	- .1%	514,888	+ 2.8%	- 2.4%
% Central	53.2%		54.9%		56.9%		54.2%		54.4%		55.1%		---
TOTAL	990,327	---	1,002,687	+ 1.2%	926,816	- 7.6%	924,324	- .3%	900,408	- 2.6%	933,549	+ 3.7%	- 5.7%

TRENDS OVER TIME - OPERATING STATISTICS

	1976/77		1977/78		1978/79		1979/80		1980/81		1981/82		% Change 1976/77 to 1981/82
ALLENDALE	Number	% Change	Number	% Change	Number	% Change	Number	% Change	Number	% Change	Number	% Change	
Book stock	20,823		20,089	(3.6%)	20,533	2.2%	20,754	1.1%	21,820	5.1%	19,680	(9.8%)	(5.5%)
Circulation	37,156		38,717	4.2%	39,026	.8%	39,835	2.1%	42,956	7.8%	45,102	5.0%	21.4%
Average hourly circ	18		19		19		19		21		22		
Circ per volume held (turnover rate)	1.8		1.9		1.9		1.9		2.0		2.3		
Books added	806		1,079	33.9%	1,014	(6.0%)	844	(16.8)	1,215	44.1%	1,403	15.7%	
Circ per volume added	46.1		35.9		38.5		47.2		35.3		32.1		
New registrations	611		526	(13.9%)	472	(10.3%)	377	(20.1%)	414	9.8%			
Walk-in patrons (weekly average)									620		726	17.0%	
HASTINGS													
Book stock	36,560		37,121	1.5%	36,793	(.9%)	37,450	1.8%	37,337	(.3%)	35,255	(5.6%)	(3.6%)
Circulation	113,271		114,508	1.1%	88,786	(22.5%)	84,851	(4.4%)	83,244	(1.9%)	85,813	3.1%	(24.2%)
Average hourly circ	38		39		43		41		40		41		
Circ per volume held (turnover rate)	3.1		3.1		2.4		2.3		2.2		2.4		
Books added	1,780		1,921	7.9%	1,588	(17.3%)	1,474	(7.2%)	1,750	18.7%	1,398	(20.1%)	
Circ per volume added	63.6		59.6		55.9		57.6		47.6		61.3		
New registrations	837		705	(15.8%)	819	16.2%	597	(27.1%)	1,198	100.7%			
Walk-in patrons (weekly average)									856		854	(2.3%)	

*Under % Change, (   ) indicates minus

TRENDS OVER TIME - OPERATING STATISTICS

	1976/77		1977/78		1978/79		1979/80		1980/81		1981/82		% Change 1976/77 to 1981/82
	Number	% Change	Number	% Change	Number	% Change	Number	% Change	Number	% Change	Number	% Change	
HILL AVENUE													
Book stock	28,829		28,560	(1.0%)	29,355	2.8%	29,527	.6%	28,944	(2.0%)	29,325	1.3%	1.7%
Circulation	72,761		70,970	(2.5%)	55,120	(22.3%)	53,975	(2.1%)	52,245	(3.2%)	59,539	14.0%	(18.2%)
Average hourly circ	27		27		27		26		26		29		
Circ per volume held (turnover rate)	2.5		2.5		1.9		1.8		1.9		2.0		
Books added	1,135		1,518	33.7%	1,106	(27.1%)	991	(10.4%)	1,261	27.2%	1,256	(.4%)	
Circ per volume added	64.1		46.7		49.8		54.5		41.4		47.4		
New registrations	1,069		881	(17.6%)	761	(13.6%)	688	9.6%	852	23.8%			
Walk-in patrons (weekly average)									654		602	(8%)	
LAMANDA PARK													
Book stock	33,912		35,596	5.0%	36,992	3.9%	37,643	1.8%	38,706	2.8%	38,613	(.2%)	13.9%
Circulation	95,549		90,684	(5.1%)	77,376	(14.7%)	70,451	(8.9%)	65,606	(6.9%)	67,691	3.2%	(29.1%)
Average hourly circ	20		32		37		34		31		33		
Circ per volume held (turnover rate)	2.8		2.5		2.1		1.9		1.7		1.8		
Books added	1,640		1,875	14.3%	1,440	(23.2%)	1,283	(10.9%)	1,271	(.9%)	1,371	7.9%	
Circ per volume added	58.3		48.4		53.7		54.9		51.6		49.3		
New registrations	814		815	.1%	753	(7.6%)	1,272	68.9%	1,283	.9%			
Walk-in patrons (weekly average)									946		559	(40.9%)	

*Under % Change, ( ) indicates minus

TRENDS OVER TIME - OPERATING STATISTICS

	1976/77		1977/78		1978/79		1979/80		1980/81		1981/82		% Change 1976/77 to 1981/82
LA PINTORESCA	Number	% Change	Number	% Change	Number	% Change	Number	% Change	Number	% Change	Number	% Change	
Book stock	31,791		31,664	(.3%)	31,907	.8%	31,925	.06%	32,624	2.2%	33,020	1.2%	3.9%
Circulation	22,077		17,410	(21.1%)	21,055	20.9%	41,756	98.3%	26,117	(37.4%)	25,732	(1.5%)	16.5%
Average hourly circ	9		6		7		20		13		12		
Circ per volume held (turnover rate)	.7		.5		.6		1.3		.8		.8		
Books added	887		1,468	65.5%	1,337	(65.2%)	1,183	(11.5%)	1,361	15.0%)	1,320	(3.0%)	
Circ per volume added	24.9		11.8		15.7		35.3		19.2		19.5		
New registrations	706		849	20.3%	1,035	21.9%	1,320	27.5%	1,120	(15.2%)			
Walk-in patrons (weekly average)									792		586	(26.0%)	
LINDA VISTA													
Book stock	21,291		20,957	(1.3%)	21,324	1.7%	20,685	(3.0%)	20,692	(.5%)	21,224	3.1%	(3.1%)
Circulation	32,152		32,071	(.2%)	28,441	11.3%	30,398	6.9%	41,805	37.5%	42,858	2.5%	33.3%
Average hourly circ	15		15		14		15		20		21		
Circ per volume held (turnover rate)	1.5		1.5		1.3		1.5		2.0		2.0		
Books added	871		1,110	27.4%	746	(32.8%)	810	8.6%	1,357	67.5%	1,233	(9.1%)	
Circ per volume added	36.9		28.9		38.1		37.5		30.8		34.7		
New registrations	541		354	(34.6%)	399	12.7%	206	(48.4%)	365	77.2%			
Walk-in patrons (weekly average)									772		578	(25.1%)	

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*Under % Change, ( ) indicates minus

TRENDS OVER TIME - OPERATING STATISTICS

SAN RAFAEL	1976/77		1977/78		1978/79		1979/80		1980/81		1981/82		% Change 1976/77 to 1981/82
	Number	% Change	Number	% Change	Number	% Change	Number	% Change	Number	% Change	Number	% Change	
Book stock	24,466		23,506	(3.9%)	23,273	(1.0%)	22,684	(2.5%)	23,518	3.7%	23,652	.6%	(3.3%)
Circulation	42,196		42,763	1.3%	39,418	(7.8%)	38,564	(2.2%)	39,913	3.5%	38,570	(3.4%)	(8.6%)
Average hourly circ	20		20		19		18		19		18		
Circ per volume held (turnover rate)	1.7		1.8		1.7		1.7		1.7		1.6		
Books added	780		1,210	55.1%	943	(22.1%)	803	(14.8%)	1,211	50.8%	1,006	(16.9%)	
Circ per volume added	54.1		35.3		41.8		48.0		32.9		38.3		
New registrations	403		492	22.1%	442	(10.2%)	406	(8.1%)	171	(58.0%)			
Walk-in patrons (weekly average)									650		634	(2.5%)	
SANTA CATALINA													
Book stock	32,481		32,199	(.9%)	32,603	1.0%	31,621	(3.0%)	31,729	.3%	32,660	2.9%	.5%
Circulation	47,752		44,766	(6.2%)	50,431	12.6%	63,065	25.0%	47,459	(24.7%)	53,356	16.7%	16.0%
Average hourly circ	18		17		24		30		23		26		
Circ per volume held (turnover rate)	1.5		1.4		1.5		2.0		1.5		1.6		
Books added	837		1,353	61.6%	896	(33.8%)	821	(8.4%)	1,394	69.8%	1,246	(10.6%)	
Circ per volume added	57		33.1		56.3		75.8		34		42.8		
New registrations	764		827	8.2%	695	(16.1%)	1,211	74.2%	897	(26.0%)			
Walk-in patrons (weekly average)									746		904	21.2%	

*Under % Change, ( ) indicates minus

TRENDS OVER TIME - OPERATING STATISTICS

	1976/77		1977/78		1978/79		1979/80		1980/81		1981/82		% Change 1976/77 to 1981/82
TOTAL CENTRAL & BRANCHES	Number	% Change	Number	% Change	Number	% Change	Number	% Change	Number	% Change	Number	% Change	
Book stock	455,914		465,078	2.0%	480,357	3.3%	486,681	1.3%	497,873	2.3%	496,808	(.2%)	9.0%
Circulation	990,327		1,002,687	1.2%	926,816	(7.6%)	924,324	(.3%)	900,408	(2.6%)	933,549	3.7%	(5.7%)
Average hourly circ													
Circ per volume held (turnover rate)	2.2		2.1		1.9		1.9		1.8		1.9		
Books added	24,414		31,042	27.1%	29,061	(6.4%)	25,773	(11.3%)	28,717	(11.4%)	28,470	(.9%)	
Circ per volume added	40.6		32.3		31.9		35.9		31.3		32.8		
New registrations	13,993		14,731	5.3%	14,461	(1.8%)	14,208	(1.7%)	15,968	(12.4%)			

*Under % Change, ( ) indicates minus

TRENDS OVER TIME - OPERATING STATISTICS

	1976/77		1977/78		1978/79		1979/80		1980/81		1981/82		% Change 1976/77 to 1981/82
BRANCH TOTALS	Number	% Change	Number	% Change	Number	% Change	Number	% Change	Number	% Change	Number	% Change	
Book stock	230,153		229,692	(.2%)	232,780	1.3%	232,289	(.2%)	235,270	1.3%	233,429	(.8%)	1.4%
Circulation	462,914		451,889	(2.4%)	399,653	(11.5%)	422,895	5.8%	399,345	(5.6%)	418,661	4.8%	(9.5%)
Average hourly circ													
Circ per volume held (turnover rate)	2.0		2.0		1.7		1.8		1.7		1.9		
Books added	8,736		11,534	32.0%	9.070	(21.4%)	8,209	(9.5%)	10,820	31.8%	10,233	(5.4%)	
Circ per volume added	53		39.2		44.1		51.5		36.9		40.9		
New registrations	5,858		5,975	2.0%	5,577	(6.7%)	5,687	2.0%	6,797	19.5%			
Walk-in patrons (weekly average)									313,875		283,124	(9.8%)	
CENTRAL													
Book stock	225,761		235,386	4.4%	247,577	5.2%	254,392	2.8%	262,603	3.1%	263,379	.3%	16.7%
Circulation	527,413		550,798	4.4%	527,163	4.3%	501,429	(4.9%)	501,060	(.1%)	514,888	2.8%	(2.4%)
Average hourly circ	153.7		157		158		138		138		141		
Circ per volume held (turnover rate)	2.3		2.3		2.1		1.9		1.9		1.9		
Books added	15,678		19,508	24.4%	19,991	2.3%	17,564	(12.1%)	17,897	1.9%	18,237	1.9%	
Circ per volume added	33.6		28.2		26.4		28.5		28		28.2		
New registrations	8,135	12.7%	8,756	7.6%	8,884	1.5%	8,521	(4.1%)	9,171	7.6%			
Walk-in patrons (yearly)									487,547				

*Under % Change, ( ) indicates minus

TRENDS OVER TIME - PROGRAMMING

	1978/79			1979/80				1980/81				1981/82			
ALLENDALE	No.	Attendance	Av. Attendance	No.	Attendance	Av. Attendance	% Change*	No.	Attendance	Av. Attendance	% Change	No.	Attendance	Av. Attendance	% Change
In-library															
Class Visits	80	2028		160	3977		100%	398	10,070		148%	381	10,341		(4.27%)
Neighborhood Preschool	71	247	3.5	42	166	4		11	59	5.4		20	94	4.7	
Organized Preschool	12	210		13	206		8.3%	31	454		72%	40	1,042		29%
Summer Reading Club**	79	45		130	81		80%	116	67		(17.2%)	121	72		7.4%
Film Programs	9	177	19.6	15	320	21.3		23	455	19.7		13	250	19.2	
Extension															
Visits to Preschools		0			0			2	31				0		
Visits to School-age Day Care		0			0				0				0		
Visits to Classes	34	736	***	34	871			28	625		***	35	821		

* % Change - For number of visits only. ( ) indicates minus.

** Figures for enrolled/completed. % given for number completed only

*** Indicates visits made April - June quarter. (Lack quarterly statistics for April-June 1980/81.)

TRENDS OVER TIME - PROGRAMMING

	1978/79			1979/80				1980/81				1981/82			
	No.	Attendance	Av. Attendance	No.	Attendance	Av. Attendance	% Change*	No.	Attendance	Av. Attendance	% Change	No.	Attendance	Av. Attendance	% Change
HASTINGS															
In-library															
Class Visits	1	48		0	0			1	40			2	44		
Neighborhood Preschool	18	167	3.7	53	227	4.3		23	123	5.3		39	299	5.8	
Organized Preschool	4	56		3	34			1	21			0	0		
Summer Reading Club**	210	137		143	106		(22.6%)	121	95		(10.3%)	186	150		57.8%
Film Programs	14	371	26.5	15	489	32.6		14	402	28.7		14	377	27	
Extension															
Visits to Preschools		0			0				0			36	990		
Visits to School-age Day Care		0			0				0				0		
Visits to Classes	34	736	***	34	871			28	625	***		35	821		

* % Change - For number of visits only. ( ) indicates minus.

** Figures for enrolled/completed. % given for number completed only

*** Indicates visits made April - June quarter. (Lack quarterly statistics for April-June 1980/81.)

TRENDS OVER TIME - PROGRAMMING

HILL AVENUE	1978/79			1979/80				1980/81				1981/82			
	No.	Attendance	Av. Attendance	No.	Attendance	Av. Attendance	% Change*	No.	Attendance	Av. Attendance	% Change	No.	Attendance	Av. Attendance	% Change
In-library															
Class Visits	167	2686		145	2039		(13.2%)	125	1745		(13.8%)	108	2214		(13.6%)
Neighborhood Preschool	4	18	4.5	1	3	3			0			39	494	12.7	
Organized Preschool	37	622		42	607		13.5%	29	496		(30.9%)	45	843		55.0%
Summer Reading Club**	59	38		66	30		(21.0%)	47	45		50.0%	76	51		13.3%
Film Programs	17	919	54	16	965	60.3		13	863	66.3		27	1540	57	
Extension															
Visits to Preschools		0			0				0				0		
Visits to School-age Day Care	1	30			0				0				0		
Visits to Classes	25	750	***	32	830			27	729	***		10	811		

* % Change - For number of visits only. ( ) indicates minus.

** Figures for enrolled/completed. % given for number completed only

*** Indicates visits made April - June quarter. (Lack quarterly statistics for April-June 1980/81.)

TRENDS OVER TIME - PROGRAMMING

	1978/79			1979/80				1980/81				1981/82			
LAMANDA PARK	No.	Attendance	Av. Attendance	No.	Attendance	Av. Attendance	% Change*	No.	Attendance	Av. Attendance	% Change	No.	Attendance	Av. Attendance	% Change
In-library															
Class Visits	142	2557		165	3233		16.2%	154	2872		(6.7%)	203	3928		31.8%
Neighborhood Preschool	5	21	4		0			4	9	2.2			0		
Organized Preschool		0			0				0			3	41		
Summer Reading Club**	81	48		68	41		(14.5%)	47	32		(21.9%)	89	74		131.2%
Film Programs	10	214	21.4	15	756	50.4		14	690	49.2		15	811	54	
Extension															
Visits to Preschools		0			0				0				0		
Visits to School-age Day Care		0			0				0				0		
Visits to Classes	55	1379	***	54	1671			59	1558	***		122	3356		

* % Change - For number of visits only. ( ) indicates minus.

** Figures for enrolled/completed. % given for number completed only

*** Indicates visits made April - June quarter. (Lack quarterly statistics for April-June 1980/81.)

TRENDS OVER TIME - PROGRAMMING

LA PINTORESCA	1978/79 No.	1978/79 Attendance	1978/79 Av. Attendance	1979/80 No.	1979/80 Attendance	1979/80 Av. Attendance	1979/80 % Change*	1980/81 No.	1980/81 Attendance	1980/81 Av. Attendance	1980/81 % Change	1981/82 No.	1981/82 Attendance	1981/82 Av. Attendance	1981/82 % Change
In-library															
Class Visits	64	1802		112	2866		75.0%	101	3261		(9.8%)	120	3558		18.8%
Neighborhood Preschool *	(Totals for Neighborhood Preschool has been incorporated into Organized Preschool.)														
Organized Preschool	46	986		188	3939		308.0%	138	3290		(26.5%)	116	3195		(15.9%)
Summer Reading Club**	63	33		124	88		166.6%	86	53		(39.7%)	85	43		(18.8%)
Film Programs	67	1150	17.1	41	972	23.7		34	689	20.2		64	1332	20.8	
Extension															
Visits to Preschools	55	1159		83	709			1	22			3	74		
Visits to School-age Day Care	22	396		2	46				0				0		
Visits to Classes	14	376		8	552			13	325	***		44	1220	***	

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** Figures for enrolled/completed. % given for number completed only

*** Indicates visits made April - June quarter. (Lack quarterly statistics for April-June 1980/81.)

TRENDS OVER TIME - PROGRAMMING

	1978/79			1979/80				1980/81				1981/82			
LINDA VISTA	No.	Attendance	Av. Attendance	No.	Attendance	Av. Attendance	% Change*	No.	Attendance	Av. Attendance	% Change	No.	Attendance	Av. Attendance	% Change
In-library															
Class Visits	120	2664		212	5690		76.6%	336	9306		58.4%	327	9024		(2.6%)
Neighborhood Preschool	39	315	8	39	178	4.5		35	359	10.25		40	191	4.7	
Organized Preschool		0		5	20				0				0		
Summer Reading Club**	62	47		64	45		(4.2%)	79	61		35.5%	85	69		31.1%
Film Programs	15	177	11.8	13	334	25.6		13	461	35.4		16	398	24.8	
Extension															
Visits to Preschools		0			0				0				0		
Visits to School-age Day Care		0			0				0				0		
Visits to Classes	18	545	***	24	695			12	230	***		22	565	***	

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** Figures for enrolled/completed. % given for number completed only

*** Indicates visits made April - June quarter. (Lack quarterly statistics for April-June 1980/81.)

TRENDS OVER TIME - PROGRAMMING

	1978/79			1979/80				1980/81				1981/82			
SAN RAFAEL	No.	Attendance	Av. Attendance	No.	Attendance	Av. Attendance	% Change*	No.	Attendance	Av. Attendance	% Change	No.	Attendance	Av. Attendance	% Change
In-library															
Class Visits	85	2379		86	2370		1.1%	255	6020		196.5%	388	11,160		52.1%
Neighborhood Preschool	46	210	4.5	28	156	5.6		46	299	6.5		26	156	6	
Organized Preschool	9	165		5	48		(44.4%)	1	17		(80.0%)		0		
Summer Reading Club**	141	86		117	88		2.3%	121	80		(9.0%)	116	80		0%
Film Programs	14	401	28.6	17	628	36.9		13	447	34.3		24	540	22.5	
Extension															
Visits to Preschools		0			0				0			1	24		
Visits to School-age Day Care		0			0				0				0		
Visits to Classes	18	520	***	16	450			12	398	***		3	105		

* % Change - For number of visits only. ( ) indicates minus.

** Figures for enrolled/completed. % given for number completed only

*** Indicates visits made April - June quarter. (Lack quarterly statistics for April-June 1980/81.)

TRENDS OVER TIME - PROGRAMMING

	1978/79			1979/80				1980/81				1981/82			
	No.	Attendance	Av. Attendance	No.	Attendance	Av. Attendance	% Change*	No.	Attendance	Av. Attendance	% Change	No.	Attendance	Av. Attendance	% Change
SANTA CATALINA															
In-library															
Class Visits	231	5899		369	9784		59.7%	342	9427		(7.3%)	352	9976		2.92%
Neighborhood Preschool	41	279	6.8	47	296	6.3		42	183	4.4		39	260	6.7	
Organized Preschool	14	269		107	1688		664.0%	56	950		(47.6%)	110	2063		96.4%
Summer Reading Club**	75	48		131	85		77.0%	95	73		(14.1%)	118	86		17.8%
Film Programs	15	649	43.3	14	992	70.8		13	431	33.1		18	570	31.6	
Extension															
Visits to Preschools	2	80		3	542			8	291			11	430		
Visits to School-age Day Care		0			0				0				0		
Visits to Classes	61	1525	***	39	1120			55	1559			33	1001		

* % Change - For number of visits only. ( ) indicates minus.

** Figures for enrolled/completed. % given for number completed only

*** Indicates visits made April - June quarter. (Lack quarterly statistics for April-June 1980/81.)

TRENDS OVER TIME - PROGRAMMING

	1978/79			1979/80				1980/81				1981/82			
	No.	Attendance	Av. Attendance	No.	Attendance	Av. Attendance	% Change*	No.	Attendance	Av. Attendance	% Change	No.	Attendance	Av. Attendance	% Change
BOYS & GIRLS															
In-library															
Class Visits	75	1890		56	1657		(25.3%)	54	1435		(3.6%)	49	1434		(9.2%)
Neighborhood Preschool	49	326	6.6	26	197	7.5		61	801	13.1		38	685	18	
Organized Preschool	172	4711		131	3451		(23.8%)	13	340		(90.0%)	48	1035		269.0%
Summer Reading Club**	200	136		223	167		22.7%	176	115		(31.1%)	173	115		0.0%
Film Programs	76	1538	20.2	108	2706	25		143	4675	33		76	1538	20	
Extension															
Visits to Preschools	3	80		2	402			11	344			4	25		
Visits to School-age Day Care	3	80		4	105				0				0		
Visits to Classes	45	1366	***	32	1353				0			3	90		

* % Change - For number of visits only. ( ) indicates minus.

** Figures for enrolled/completed. % given for number completed only

*** Indicates visits made April - June quarter. (Lack quarterly statistics for April-June 1980/81.)

Appendix F

PASADENA CITIZEN'S SURVEY

They feel it would be bad for the city because: [Tables 239-1 and 239-2]

- -It would cause traffic congestion mentioned by 20.2%
- -Ruins the character of the city mentioned by 8.1%
- -There are enough shopping areas now mentioned by 5.9%
- -Merchandise would be more expensive mentioned by 5.5%.

It should be said that 14.1% say there are no ways the project would be bad for Pasadena.

VIII. ABOUT YOUR LIBRARIES AND RECREATION

At least 3 out of every 4 Pasadena households (76.2%) have visited the Pasadena Public Library during the past year or so, while 22.1% have not. The incidence of having visited the library is highest among those living in District 5 (86.1%); among those earning $50K and over (85.7%); among college graduates (84.3%); and among those having children under 18 (87.3%).

The incidence of not having visited the library is highest among single person households (32.4%); and tends to decrease as income increases. [Tables 240-1 and 240-2]

Among those who use the library, 52.0% use the main library most often, 29.1% use a branch library most often; and 18.4% use the main and branch libraries about the same. [Tables 241-1 and 241-2]

Among those who use the library, the following table illustrates the single most important reason for doing so: [Tables 242-1 and 242-2]

	549 %
For Information Related To Personal Interests	42.3
For Information or Materials For School	34.1
For Leisure Time Reading	31.9
For Information or Materials For Job or Career	20.6
To Get Other Materials For Leisure Time Use	8.9

The following re-cap table will illustrate, in rank order, the response when those who use the library are asked which library services their household uses: [Tables 243-1 and 243-2]

% Saying they:	549 %
Check Out Books	83.3
Use Reference Materials	53.8
Read Magazines or Newspapers	21.5
Check Out Records or Cassettes	16.0
Attend Films or Special Programs	14.8
Check Out Films	7.2

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Following is the response when those who do not use the library are asked why: [Tables 244-1 and 244-2]

	159 %
Buy or Borrow Books I Want	26.6
Not Enough Time	25.6
Have No Need For A Library	20.3
Use Library Somewhere Else	11.0
Parking Is Inconvenient	9.1
Inconvenient Location	6.1
Inconvenient Hours	4.7
Do Not Read Books	4.2
They Don't Have What I Need	0.5
No Special Reason	13.1

The following re-cap table will illustrate which city sponsored recreational and human services programs are considered most important, which citizens are willing to pay for, and which they would like to see kept as is or expanded and which they would be willing to see reduced or eliminated: [Tables 245 - 265]

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DEPARTMENT/SERVICE	See Level Of Service Cut/Reduced	Willing To Pay To Continue Or Increase Serv.	Have Used This Service/Dept.	JOB RATING
BASE=	721 %	721 %	721 %	4.00=BEST 1.00=WORST
CENTRAL LIBRARY	5.2	57.2	42.6	3.37
POLICE DEPARTMENT	1.8	59.2	33.3	2.98
MUNICIPAL SERVICES	13.1	37.9	32.7	2.58
BRANCH LIBRARIES	8.4	50.6	32.4	3.23
BACK YARD REFUSE COLLECTION	9.5	45.9	31.8	2.71
CITY PARKS	8.0	47.2	31.1	2.81
WATER AND POWER	7.9	45.4	27.8	2.84
STREET CLEANING	6.0	52.3	24.4	2.54
LICENSES	12.0	30.9	23.3	2.73
ROSE BOWL	9.4	40.7	22.8	2.89
STREET LIGHTS & SIGNALS	6.2	47.7	21.1	2.82
ANIMAL CONTROL	9.1	28.0	16.2	2.49
ACTIVITIES AT VICTORY PARK	9.8	31.4	16.2	2.93
STREET TREE PROGRAM	12.3	38.9	16.1	2.47
BUILDING PERMITS & INSPECTION	13.8	31.7	15.9	2.42
PASADENA CONFERENCE CENTER	12.1	27.0	14.9	2.86
AMBULANCE-PARAMEDICS	3.0	57.6	14.6	3.28
VOTER REGISTRATION	11.3	30.4	14.6	2.81
STREET,CURBS,SIDEWALK REPAIRS	8.6	44.3	14.2	2.18
PUBLIC WORKS	9.1	34.6	12.3	2.48
BROOKSIDE GOLF COURSE	19.7	26.6	11.2	2.88
FIRE DEPARTMENT	2.2	56.6	10.6	3.37
RECREATION SERVICES	9.4	32.8	10.1	2.74
ACTIVITIES AT VILLA PARK CENTER	10.2	25.4	9.5	2.78
CITY CLERK	10.5	26.3	9.4	2.70
CULTURAL HERITAGE	15.4	33.7	8.3	3.02
ZONING	13.9	22.9	7.8	2.19
HOUSING OCCUPANCY PERMITS	15.7	21.3	7.6	2.14
BIRTH AND DEATH RECORDS	10.1	32.8	7.0	2.85
ACTIVITIES AT JACKIE ROBINSON CENTER	9.5	25.9	7.0	2.84
CETA/SKILLS CENTER	5.4	25.9	6.4	2.40
SENIOR CITIZENS ACTIVITIES	6.6	36.5	6.3	2.87
CONSTRUCTION & MAINTENANCE OF: SEWER AND STORM DRAINS	4.6	38.5	6.1	2.61
PUBLIC HEALTH SERVICE	7.8	37.5	6.1	2.75
SUMMER SWIMMING POOLS	9.3	30.7	5.6	2.53
PLANNING DEPARTMENT	14.7	19.9	5.4	2.21
CITY EMPLOYMENT SERVICES	12.2	24.3	5.3	2.33
CITY MANAGER'S OFFICE	14.3	24.2	4.7	2.55
HOUSING REHABILITATION	10.8	26.1	4.4	2.16
OFFICE OF THE MAYOR	13.4	28.5	4.1	2.71
PERSONNEL DEPARTMENT	14.4	18.2	3.4	2.38
HOUSING AUTHORITY	12.6	19.9	2.9	2.04
AFFIRMATIVE ACTION	16.3	21.5	1.9	2.44

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As can be seen in this table, the services and departments with which citizens have the most contact are the libraries, the police department, municipal services, back yard refuse collection, city parks, water and power, street cleaning, licenses, the Rose Bowl and street lights and signals.

The services and departments with which citizens have the least contact are Affirmative Action, Housing Authority, Personnel Department, Office of the Mayor, Housing Rehabilitation, City Managers Office, City Employment Services, Planning Department, and Summer Swimming Pools.

The departments or services which receive the highest performance ratings are the libraries, the ambulance-paramedics, the fire department, cultural heritage, the police department, activities at Victory Park, Brookside Golf courses, Senior Citizen activities, The Rose Bowl, Pasadena Conference Center, and birth and death records.

The departments and services which have the lowest performance ratings are the Housing Authority, Housing Occupancy Permits, Housing Rehabilitation, zoning, street-curbs-sidewalk repair, and planning department.

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